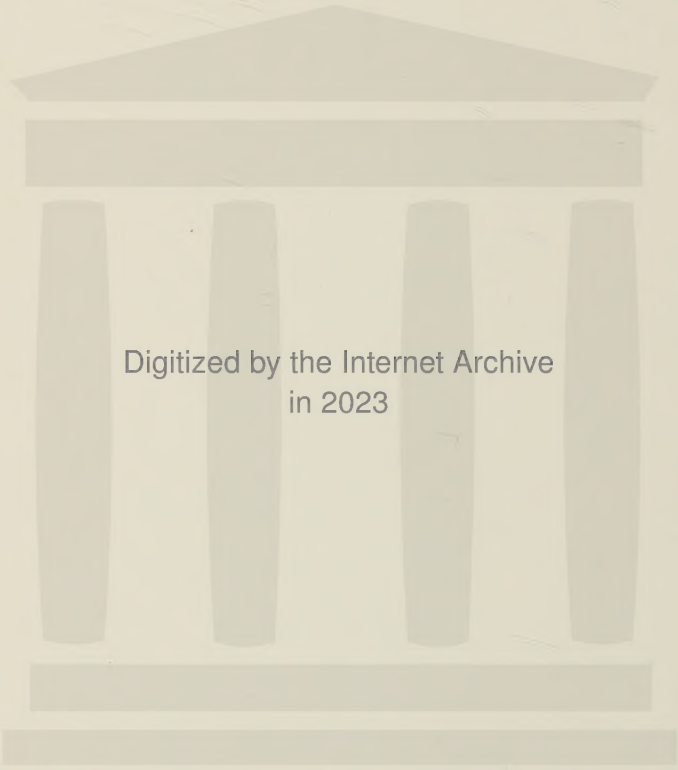
JOURNAL OF COLLEGE PLACEMENT

1948-67 AN ANNOTATED INDEX


Digitized by the Internet Archive
in 2023

https://archive.org/details/nace-journal_1948-1967_index

JOURNAL OF COLLEGE PLACEMENT

948-67 AN ANNOTATED INDEX

HE COLLEGE PLACEMENT COUNCIL, INC.

© *Copyright 1967 by*

THE COLLEGE PLACEMENT COUNCIL, INC.

35 EAST ELIZABETH AVENUE, BETHLEHEM, PENNSYLVANIA 18018

1127-9

Foreword

This annotated bibliography is a follow-up to one compiled by r. Paul M. Sherwood and published in the October 1959 issue of the Jour-AL OF COLLEGE PLACEMENT. Dr. Sherwood's index covered the 10-year riod from 1948 to 1958.

The first JOURNAL Annotated Index in booklet form was published in ecember 1965 and covered articles which appeared from 1948 to 1965. his second printing includes this material as well as articles published from 65 to 1967.

The material has been divided into 51 categories and liberal cross-ferences have been made where necessary to speed the location of articles. lphabetization is by authors or, in those cases where articles were not lined, by titles. A separate section, with 25 categories, has been compiled r career articles.

Articles are numbered consecutively. An index of authors, with the mber(s) of their articles, is provided in the back.

Rather than being published in the JOURNAL itself, the bibliography presented in this booklet format — similar to that of the DIRECTORY OF OLLEGE PLACEMENT OFFICES — so that readers can easily retain it for ference over a longer period of time. Copies may be purchased for $1.50 ch or $1.25 each in quantities of five or more. An initial copy is mailed ee of charge to all first-time JOURNAL subscribers.

THE EDITORS

Table of Contents

ECTION 1: General Articles 7

Advanced Degrees 7

Barometer, The Journal 8

Beginning Salaries 8

Biographies 9

Book Reviews 10

Career Planning and Choice 11

College Placement Council 14

Computers—Their Use in Placement . 16

Conferences—Career and Vocational 17

Counseling 17

Curriculum 19

Employment—Part-Time and Summer 20

Engineers and Scientists 22

Enrollments 23

Ethics and Standards 24

Faculty—Contacts and Employment 24

Follow-Up—Student 25

Foreign Students 27

Grades—Importance of 27

Interviews 27

Liberal Arts 29

Manpower Supply, Planning, and Utilization 29

Minority Groups 32

Not Elsewhere Classified 32

Placement—Alumni 33

Placement—Centralized and Decentralized 34

Placement—General 34

Placement—Military Considerations . 38

Placement—Organizations and Publications 39

Placement—Other Countries 40

Placement—Teacher 40

Placement—Women 41

Placement Office—Evaluations, Salaries, Budgets, and Facilities . . 42

Placement Office—Forms, Procedures, Mechanics 46

Placement Office—Relation to College 49

Recruitment—Evaluations 50

Recruitment—General 51

Recruitment—Government 53

Recruitment—Literature 55

Relations—Human and Industrial . . . 56

Relations—Industry-College 58

Resumes and Letters 59

Scholarships and Fellowships 60

Student Exchange Programs 60

Success—Factors Helpful For 60

Surveys—Recruiting and Salary 61

Testing—Psychological 63

Training Programs and Devices 64

Transition—Campus to Job 65

Turnover 66

Workshops 66

SECTION 2: Career Articles 67

Accounting 67
Advertising 67
Agriculture 67
Automotive 68
Banking 68
Data Processing 69
Education 69
Engineering 69
Foreign Opportunities 70
Government 70
Insurance 71
Law 72
Medicine 72
Military 7
Not Elsewhere Classified 7
Petroleum and Natural Gas 7
Pharmacy and Pharmacology 7
Publishing 7
Real Estate 7
Relations—Personnel and Public 7
Research 7
Retailing 7
Sales 7
Textile 7
Youth Service 7

SECTION 3: Index of Authors 8

SECTION 1

General Articles

ADVANCED DEGREES

BROWN, DAVID G.

M.B.A., The — How Valuable Is It?
Vol. 21 No. 1 Oct. 1960 p. 36

th the trend toward advanced degrees, author interviews numerous personnel ecutives to determine their value and ds some surprising answers.

BRYSON, VERNON

What the Faculty Looks for in Graduate Students
Vol. 24 No. 2 Dec. 1963 p. 24

college professor presents some answers a frequently-asked question, "What are important qualifications for admission graduate school?"

Facts on Ph.D. Production, The
Vol. 24 No. 4 April 1964 p. 75

e highlights of a detailed report on the mber of doctoral degrees awarded by S. universities from 1920-62 and the ospects for the future.

GILLESPIE, HOWARD

Ph.D. Week at Purdue
Vol. 23 No. 3 Feb. 1963 p. 40

description of the plan set up by Purdue niversity to take care of the special oblems involved in the placement of .D.s.

HILL, W. SCOTT

Ph.D. Recruit, The — As Seen by Industry
Vol. 23 No. 2 Dec. 1962 p. 39

industry representative notes the methods that can be used to implement effective Ph.D. recruitment in the future.

HOPPOCK, ROBERT AND GRUEN, RICHARD

Professional Preparation for College Placement?
(See Placement — General — 296)

6. McCRENSKY, EDWARD

Federal Labs Ease Their Ph.D. Shortage
Vol. 23 No. 2 Dec. 1962 p. 131

To attract much-needed advanced scientists, the Federal laboratories have instituted a earn-while-you-learn plan for full-time employees.

7. ———

Ph.D. Recruitment in Industry, Universities, Government
Vol. 22 No. 4 April 1962 p. 26

The major findings of WCPA's detailed study of a phase of placement/recruitment that is becoming a problem of increasing concern.

8. RICKLEFF, CLARENCE E. AND TOMPKINS, R. DONALD

Candid Appraisal of Ph.D. Recruiting, A
Vol. 23 No. 1 Oct. 1962 p. 25

A summary of the comments and ideas expressed at a two-day seminar which delved into the major problems connected with Ph.D. recruiting.

9. SHINAGEL, MICHAEL

M.B.A. Versus the B.A. Degree, The
Vol. 25 No. 1 Oct. 1964 p. 26

A discussion of a problem becoming increasingly important in the career planning of the college graduate who wishes to enter the world of business.

10. SOUTHER, JAMES W. AND TOMPKINS, R. DONALD

Double View, A: Recruiting the Ph.D.
Vol. 22 No. 2 Dec. 1961 p. 24

The views of two men on different sides of the placement/recruiting fence who have done comprehensive research on the subject of recruiting Ph.D.s.

11. THAIN, RICHARD J.

New M.B.A., The — How to Land and Utilize Him
Vol. 27 No. 2 Dec. 1966-Jan. 1967 p. 32

The graduate with a Master's of Business Administration degree has proved a key professional in a managerial world of swiftly increasing sophistication. Here are some observations on how employers are adjusting, readjusting, or failing to adjust to this highly sought individual.

BAROMETER, THE JOURNAL

12. ———

Barometer, The Journal
Vol. 18 No. 3 March 1958 p. 13
Vol. 18 No. 4 May 1958 p. 13
Vol. 19 No. 1 Oct. 1958 p. 11
Vol. 19 No. 2 Dec. 1958 p. 9
Vol. 19 No. 3 March 1959 p. 9
Vol. 20 No. 3 Feb. 1960 p. 19
Vol. 20 No. 4 April 1960 p. 21
Vol. 21 No. 2 Dec. 1960 p. 19
Vol. 21 No. 3 Feb. 1961 p. 19
Vol. 21 No. 4 April 1961 p. 19
Vol. 22 No. 1 Oct. 1961 p. 19
Vol. 22 No. 2 Dec. 1961 p. 19
Vol. 22 No. 3 Feb. 1962 p. 19
Vol. 22 No. 4 April 1962 p. 18
Vol. 23 No. 2 Dec. 1962 p. 17
Vol. 23 No. 3 Feb. 1963 p. 17
Vol. 23 No. 4 April 1963 p. 17
Vol. 24 No. 2 Dec. 1963 p. 17
Vol. 24 No. 3 Feb. 1964 p. 17
Vol. 24 No. 4 April 1964 p. 17
Vol. 25 No. 1 Oct. 1964 p. 17
Vol. 25 No. 2 Dec. 1964 p. 17
Vol. 25 No. 3 Feb. 1965 p. 17
Vol. 25 No. 4 April 1965 p. 17
Vol. 26 No. 1 Oct.-Nov. 1965 p. 17
Vol. 26 No. 2 Dec. 1965-Jan. 1966 p. 17
Vol. 26 No. 3 Feb.-March 1966 p. 13
Vol. 26 No. 4 April-May 1966 p. 17
Vol. 27 No. 1 Oct.-Nov. 1966 p. 15
Vol. 27 No. 2 Dec. 1966-Jan. 1967 p. 17
Vol. 27 No. 3 Feb.-March 1967 p. 17
Vol. 27 No. 4 April-May 1967 p. 15

BEGINNING SALARIES

13. ABBOTT, H. PAUL

Keeping Up With the Joneses
Vol. 17 No. 2 Dec. 1956 p. 27

A discussion of the starting salary spiral, with some criticisms of all who are involved.

BRADSHAW, LILYAN B.

Forgotten Middle Man in Engineering, The
(See Manpower Supply, Planning, and Utilization — 237)

———

CPC Launches Its Experimental Salary Survey, The
(See Surveys - Recruiting and Salary — 530)

14. CASSELL, FRANK H.

Administering the Salary Program for Corporate Trainees
Vol. 17 No. 3 March 1957 p. 141

The author discusses the problem of salaries for college graduate employees and describes a plan to help keep the salary structure on a sound competitive basis.

15. CROSS, KENNETH D.

Study of Five Factors and Their Relationship to Starting Salary, A
Vol. 21 No. 3 Feb. 1961 p. 47

A list of personal characteristics recruiters desire in candidates for employment.

16. GARTON, ROBERT D.

College Starting Rates — At a Crossroad or Cloverleaf?
Vol. 22 No. 2 Dec. 1961 p. 29

The continually rising starting salaries for graduates is analyzed as a disquieting situation.

RTFORD. A F.

Bonus Values in the Salary Survey
(See Surveys - Recruiting and Salary — 533)

BICEK, E. C.

Salary Alone Is Not Enough
(See Manpower Supply, Planning, and Uti-lization — 245)

1950 Graduate, The
(See Surveys - Recruiting and Salary — 539)

Salary Survey, The CPC, 1959-60
(See Surveys - Recruiting and Salary — 541)

Salary Survey, The CPC, 1960-61
(See Surveys - Recruiting and Salary — 542)

EPHENS, EVERETT W.

New England — Caution Under the Elms
(See Surveys - Recruiting and Salary — 544)

. TEAL, EVERETT A.

What Are You Going to Pay?
Vol. 17 No. 1 Oct. 1956 p. 7

hile predicting a 5–10 per cent yearly crease in starting salaries, Mr. Teal ggests that salary considerations are de-asingly important to the graduate.

. TEAL, EVERETT A.

Those Rate Hikes — Who's the Loser
Vol. 17 No. 4 May 1957 p. 9

plea for industry to establish and hold starting salaries from the beginning of e recruiting season.

. TEAL, EVERETT A.

What Are You Going to Pay in 1957-'58
Vol. 18 No. 1 Oct. 1957 p. 15

placement director forecasts the salary cture for 1957-58 graduates and sug-sts that companies not restrict offers to o men if they have quotas to meet.

WHEELOCK, LEROY K.

Engineering Earnings — A Closer Look
(See Surveys - Recruiting and Salary — 547)

BIOGRAPHIES

---

20. _____

Article by Allan Rood Wins MAPA Award
Vol. 23 No. 2 Dec. 1962 p. 49

A brief profile of the winner of the first Gordon P. Hardwick Award for the top Journal article of the 1961-62 season.

21. _____

Calvert-Menke Article Selected for MAPA's Hardwick Award
Vol. 24 No. 4 April 1964 p. 130

A brief profile of Robert Calvert, Jr., and Robert F. Menke, the winners of the second annual Gordon P. Hardwick Award for the top Journal article of the 1962-63 season.

22. _____

For Clayton LaVene — Worlds Remain To Be Conquered
Vol. 22 No. 1 Oct. 1961 p. 37

A look at the career of one of Douglas Aircraft's enthusiastic recruiters as he enters retirement.

23. _____

45 Years at Princeton
Vol. 22 No. 4 April 1962 p. 35

On the eve of his retirement, an account of Placement Director Gordon Sikes' long term of service to Princeton University.

24. _____

From Innovations to Avocations
Vol. 27 No. 1 Oct.-Nov. 1966 p. 59

A tribute to two retiring placement directors — F. Lynn Cason and Louis A. Miller.

HAYES, MARY ANNE

Miss Lou of Houston
(See Placement Office - Evaluations, Salaries, Budgets, Facilities — 375)

25. ———————

His Job Was People

Vol. 23 No. 1 Oct. 1962 p. 33

A tribute to Justin Johnson of Hughes Aircraft, who is remembered as a man with tireless devotion and a zest for life.

26. ———————

New Bridges to Cross

Vol. 24 No. 4 April 1964 p. 71

Brief profiles of Norman H. Abbott, retiring placement director at Boston University and D. G. Folts, retiring placement director at Harvard University.

27. ———————

One Last "First"

Vol. 27 No. 3 Feb.-March 1967 p. 123

A career profile on Miss Lou Russell, placement director at the University of Houston, and the new program she initiated just before her retirement.

28. ———————

Portrait of a Founder

Vol. 17 No. 2 Dec. 1956 p. 30

A picture of Gordon A. Hardwick, first president of the Association of School and College Placement, forerunner of the College Placement Council.

29. QUINN, J. M.

Ran Dyer — Envoy Extraordinary

Vol. 20 No. 2 Dec. 1959 p. 17

The chief of Humble Oil's recruiting team reviews a long and varied career — and suggests some "musts" for a successful recruiting program.

30. ———————

Southern Gentleman Retires, A

Vol. 21 No. 1 Oct. 1960 p. 99

A tribute to Douglas Poage, retiring special assistant to the personnel manager of Alcoa.

31. ———————

Trail-Blazer Leaves His Mark on Recruiting, A

Vol. 26 No. 1 Oct.-Nov. 1965 p. 69

A tribute to the late Paul Boynton of Socony Mobil Oil Company, one of the placement field's pioneers who is remembered by many colleges as the first recruiter to visit their campus.

32. WALLACE, BOB AND DIEHL, BILL

Hectic World of Fred Ajax, The

Vol. 19 No. 1 Oct. 1958 p. 30

The story of Georgia Tech's enthusiastic placement director.

33. ———————

We'll Be Seeing You

Vol. 20 No. 3 Feb. 1960 p. 34

A nostalgic look at the career achievements of Jack Woods, the retiring director of placement at the University of Omaha.

BOOK REVIEWS

34. ———————

"Brain Watchers, The"

Vol. 24 No. 1 Oct. 1963 p. 62

Reviewed by Donald P. Whiteley.

35. ———————

"Career Guide for Young People"

Vol. 24 No. 4 April 1964 p. 123

Reviewed by Hilda F. Mackey.

36. ———————

"Effective College Recruiting"

Vol. 21 No. 4 April 1961 p. 43

Reviewed by Arthur S. Hann.

37. ———————

"Engineering as a Career, Second Edition"

Vol. 24 No. 1 Oct. 1963 p. 63

Reviewed by John G. Young.

38. ———————

"Engineering Manpower in Profile"

Vol. 26 No. 3 Feb.-March 1966 p. 103

Reviewed by Carl Dickinson.

39. ———————

"Epitaph for Vocational Guidance"

Vol. 24 No. 2 Dec. 1963 p. 57

Reviewed by James D. Schneider.

40. ———————

"From College to Career"

Vol. 25 No. 2 Dec. 1964 p. 85

Reviewed by Joann Naumann Baker.

———

"Guide to Careers Through College Majors"
Vol. 26 No. 1 Oct.-Nov. 1966 p. 58
Reviewed by Emily Chervenik.

———

"How 300 Companies Recruit Manpower Through Colleges and Universities"
Vol. 23 No. 3 Feb. 1963 p. 67
Reviewed by Dr. Paul M. Sherwood.

———

"How to Recruit Minority Group College Graduates"
Vol. 24 No. 4 April 1964 p. 124
Reviewed by George A. Ciovacco.

———

"How You Can Get the Job You Want"
Vol. 23 No. 2 Dec. 1962 p. 108
Reviewed by Mrs. Dorothy F. Lippincott.

———

"Interviewing the Potential Employee"
Vol. 23 No. 2 Dec. 1962 p. 108
Reviewed by J. E. Smith.

———

"Job Strategy: Preparing for Effective Placement in Business and Industry"
Vol. 22 No. 3 Feb. 1962 p. 84
Reviewed by Elenora A. Cawthon.

———

"Management's Talent Search: Recruiting Professional Personnel"
Vol. 23 No. 1 Oct. 1962 p. 103
Reviewed by Emily Chervenik.

———

"Occupational Planning for Women"
Vol. 21 No. 4 April 1961 p. 42
Reviewed by Joan Fiss Bishop.

———

"Planning Your Career"
Vol. 24 No. 2 Dec. 1963 p. 57
Reviewed by Philip J. Brockway.

50. ———

"Sampling: A Quick Reliable Guide to Practical Statistics"
Vol. 26 No. 3 Feb.-March 1966 p. 103
Reviewed by R. J. Corkhill.

51. ———

"So You Want To Be a Teacher"
Vol. 25 No. 4 April 1965 p. 43
Reviewed by Leo A. Eason.

52. ———

"Woman's Guide to Earning a Good Living, A"
Vol. 22 No. 2 Dec. 1961 p. 90
Reviewed by Joann M. Naumann.

53. ———

"Young Woman in Business, The"
Vol. 23 No. 1 Oct. 1962 p. 102
Reviewed by Jane T. Gowan.

54. ———

"Your Future in the Federal Government"
Vol. 23 No. 3 Feb. 1963 p. 67
Reviewed by John S. Anderson.

CAREER PLANNING AND CHOICE

Courses

55. DE ANGELUS, ANGELO F.

Career Determination of the Secondary School Level
Vol. 12 No. 1 Oct. 1951 p. 23

Description of high school courses for juniors in Career Essentials and for seniors in Career Selection and Planning. Student evaluation is favorable.

56. DUFFIN, B. KEITH AND WILSON, M. LYMAN

New Programs — How Do You Sell Them?
Vol. 21 No. 3 Feb. 1961 p. 65

The story of how a new course-program at Brigham Young University was sold to recruiters through a student-done brochure.

57. ESTABROOKS, G. H.

Placement in a Liberal Arts College

Vol. 10 No. 4 May 1950 p. 25

A description of a course in Industrial Psychology in preparing seniors for interviews. Recommends group meeting prior to interviews and the use of alumni clubs as adjuncts of placement office.

58. KEEGAN, VIRGINIA

Job Strategy

Vol. 11 No. 4 May 1951 p. 40

The description of a college credit course in job hunting.

59. LANSNER, LAWRENCE A.

Helping Seniors to Break the Job Barrier

Vol. 20 No. 2 Dec. 1959 p. 27

The CCNY Business School forms a no-credit class in job-hunting techniques — a practical course to prepare seniors for interviews.

60. LEWIS, DON

Proven Way to Get the Job You Want, A

Vol. 19 No. 2 Dec. 1958 p. 34

A Job Finding Forum discusses specific approaches.

STEELE, JOHN E.

Emphasizing the Business Placement Function

(See Placement Office – Forms, Procedures, Mechanics — 421)

SWEETEN, E. CRAIG

Basic Problems in Adjusting to Present Day Conditions — the Placement Officer's Responsibilities

(See Placement – General — 311)

General

61. ANDERSON, JEROME

Companies, Like Wives, Should Be Well Chosen

Vol. 20 No. 2 Dec. 1959 p. 80

The do's and don'ts in evaluating an employer.

62. ANDREWS, JOHN W.

Thinking of Resigning?

Vol. 19 No. 2 Dec 1958 p. 31

The author reminds employees of all the points to be considered before changing jobs.

63. BARNES, HELEN M.

Vocational Chairmen

Vol. 17 No. 3 March 1957 p. 31

Describes a program using fraternities to awaken underclassmen's interest in career planning.

64. BRADBURN, NORMAN M. AND DAVIS, JAMES A.

Career Plans of 33,000 College Seniors, The

Vol. 23 No. 2 Dec. 1962 p. 30

A report on the plans of representative students at 135 colleges as well as findings on various aspects that enter into the choice of a career.

65. CHERVENIK, EMILY

Question of College Majors, The

Vol. 24 No. 3 Feb. 1964 p. 27

The author analyzes a matter that long has puzzled college students: having chosen their major, are they limited in their choice of a job?

66. DE LORA, JACK, HARDER, DONALD F., KIDWELL, WILL M.

Status Images

Vol. 25 No. 1 Oct. 1964 p. 37A

A three-man team from San Diego State College reports on a study of the relation of status images to the selection of college majors and occupations.

67. DEUNK, NORMAN H.

Survey of Occupational Preferences, A

Vol. 17 No. 4 May 1957 p. 46

A survey of college seniors to determine factors affecting job choice, to ascertain the nature and extent of influence of these factors, and to investigate the relationships between the factors for possible explanations of job preference.

DICKINSON, CARL

Relative Importance of Job Factors to College Graduates and to Employers, The

Vol. 14 No. 1 Oct. 1953 p. 25

e report of a questionnaire sent to grad- ing seniors and to employers who had erviewed on campus, to determine im- rtance of various factors in choosing a .

DICKINSON, CARL AND NEWBEGIN, BETTY

What Are Students Choosing — Business? Teaching? Government?

Vol. 27 No. 4 April-May 1967 p. 27

brief report on the career choices of the 66 graduates of the University of Wash- ton.

ENTINE, ALAN D.

At Mid-Life They Return to College and Change Careers

Vol. 27 No. 4 April-May 1967 p. 50

e story of a new program at Columbia iversity that enrolls mature, successful sinessmen and women who wish to begin second career in a non-profit, service- ented profession.

GUMMERE, RICHARD M., JR.

Why Johnny Can't Choose a Career

Vol. 27 No. 3 Feb.-March 1967 p. 34

e author provides insights into under- ng reasons for the uncertainty of college dents when they are faced with serious t employment choices. He charges that methods relied on by educators to help ng people with vocational planning are dequate.

HARDER, DONALD F.

Status Images

Vol. 24 No. 1 Oct. 1963 p. 58

e announcement of a CPC-sponsored dy to be made to determine how status ages relate to the selection of college jors and occupations. Article explains objectives and introduces the men who l conduct the study.

JEFFREY, FRASER

Engineering Graduates and the Future

Vol. 10 No. 1 Oct. 1949 p. 47

eaking to engineers, the author outlines the kinds of training in industry, debates employment in small vs. large firms, and covers the traits necessary for success.

74. KEHOE, EDWARD J.

Odds Are 9 to 1, The

Vol. 24 No. 1 Oct. 1963 p. 37

The author suggests a systematic technique the student may use to appraise a company's management before making a final job decision.

75. KLINGELHOFER, E. L.

Vocational Interests of Undergraduates

Vol. 10 No. 3 March 1950 p. 61

The report of a study of vocational preferences of undergraduates in Arts and Sciences, Business Administration, Education, and Engineering at University of Buffalo.

76. KNAPP, DONALD F.

Helping the Underdeveloped Student

Vol. 27 No. 1 Oct.-Nov. 1966 p. 45

A placement director describes how students can learn about the outside world (and perhaps get a taste of the work in their ultimate field) through community service, campus activities, and part-time jobs.

77. McCOLLUN, L. F.

Industry's Rewards to College Graduates

Vol. 12 No. 1 Oct. 1951 p. 11

A commencement speaker at the University of Tulsa advises seniors concerning a proper philosophy and a way of approaching their career employment.

78. MEE, JOHN F.

Senior Placement in Small Business

Vol. 12 No. 4 May 1952 p. 6

A discussion of the advantages and disadvantages of employment in a small organization. Included is an outline of the ways and means for placement directors to establish good placement contacts in the small firms.

79. MULLIGAN, J. KENNETH

Career Development and the Future

Vol. 26 No. 4 April-May 1966 p. 28

Counter to signs and trends, the author

suggests that the concept of career development is on the way out because the top young college graduates no longer are interested in a long-term commitment.

80. MUNSCHAUER, JOHN L.

Big Question, The: Why Is Business Losing the Bright Ones?

Vol. 26 No. 4 April-May 1966 p. 22

In provocative analysis, the author explains how today's student values and ambitions lead graduates away from careers in business. His views are climaxed by some interesting and unique conclusions.

81. REED, A. LACHLAN

Some Aspects of Career Determination

Vol. 19 No. 4 May 1959 p. 14

Suggestions to students and their counselors about an effective approach to career determination. Stresses colleges' responsibility to students.

82. SALINE, L. A.

How to Evaluate Job Offers

Vol. 19 No. 4 May 1959 p. 18

Surrounded by job offers, the student should have a set of standards to judge each one. The author suggests some sources of help.

83. SHOSTECK, ROBERT

Survey of High School Seniors

Vol. 15 No. 4 May 1955 p. 27

The report of a study of 4,000 seniors and their parents from schools in Philadelphia, Penna., and Hartford, Conn., reveals career plans, post-high school plans, prestige ranking of occupations, reasons for career choice.

STEPHENS, EVERETT W., STEVENS, NANCY D. AND ARNOLD, DOROTHY L.

What ARE the Attitudes of Students Toward Occupations?

(See Relations—Human and Industrial—500)

84. ———

Survey of College Seniors

Vol. 15 No. 3 March 1955 p. 17

Report of detailed personal interviews with 1,096 male seniors in 96 institutions dealing with post-college plans, knowledge of career opportunities, factors determining their job choice.

SWANKER, HENRY J.

Notes for a Placement Workbook

(See Counseling — 137)

85. WANGEMAN, CHARLES E. AND RYAN, J. DENNIS

Carnegie Gets the Answer

Vo.. 18 No. 1 Oct. 1957 p. 39

A survey of senior engineering and science students entering full-time employment uncovers the factors influencing a student in taking interviews with a company and in selecting employment.

86. WILLIAMS, PHOEBE A. AND KIRK, BARBARA A.

Vocational Testing — How Valid?

Vol. 27 No. 1 Oct.-Nov. 1966 p. 24

Two experienced counselors pull no punches in discussing the pros and cons of vocational testing.

COLLEGE PLACEMENT COUNCIL

87. ———

Annual Meeting Reports

Vol. 17 No. 1 Oct. 1956 p. 30
Vol. 18 No. 1 Oct. 1957 p. 34
Vol. 19 No. 1 Oct. 1958 p. 36
Vol. 20 No. 1 Oct. 1959 p. 16
Vol. 21 No. 1 Oct. 1960 p. 29
Vol. 22 No. 1 Oct. 1961 p. 35
Vol. 23 No. 1 Oct. 1962 p. 22
Vol. 24 No. 1 Oct. 1963 p. 28
Vol. 25 No. 1 Oct. 1964 p. 28
Vol. 26 No. 1 Oct.-Nov. 1965 p. 32
Vol. 27 No. 1 Oct.-Nov. 1966 p. 26

88. ———

Approach to an Understanding, An

Vol. 24 No. 2 Dec. 1963 p. 27

A report outlining the agreement reached between the CPC and the United States Employment Service, as well as the negotiations which led to the accord.

Brain Storm at Tahoe
(See Placement Office – Evaluations, Salaries, Budgets, Facilities — 359)

Council Chooses New Officers, The
Vol. 21 No. 1 Oct. 1960 p. 27
n introduction to the Executive Com-ittee members elected for 1960-61.

Council Names Its Officers, The
Vol. 19 No. 1 Oct. 1958 p. 19
look at the members of the new Execu-e Committee chosen in June 1958.

Council's New Officers, The
Vol. 26 No. 1 Oct.-Nov. 1965 p. 37
ographies and photos of those who were cted in June to serve on the CPC Execu-e Board.

LORA, JACK, HARDER, DONALD F., DWELL, WILL M.

Status Images
(See Career Planning and Choice — 66)

ARDER, DONALD F.

Status Images
(See Career Planning and Choice — 72)

Introducing: The New Presidents
Vol. 18 No. 2 Dec. 1957 p. 51
hort biographical sketches of the newly-ected regional association presidents.

Meet the New Regional Presidents
Vol. 19 No. 2 Dec. 1958 p. 33
hort biographical sketches introducing e newly-elected regional placement as-ciation presidents.

New CPC Forms: A Step Toward Greater Efficiency
(See Placement Office - Forms, Procedures, Mechanics — 413)

New CPC Service, A — GRAD
(See Computers — Their Use in Placement — 110)

94.

New Faces on the Executive Board
Vol. 25 No. 1 Oct. 1964 p. 33

Biographies of the five men who were newly elected to the Council's administrative unit or who assumed new positions of responsibility.

95.

New Leadership for CPC
Vol. 27 No. 1 Oct.-Nov. 1966 p. 35

Brief biographies of the four leaders in the placement-recruitment field who have been elected to serve as new Council officers during 1966-67.

96.

Pace Setters for 1960
Vol. 20 No. 1 Oct. 1959 p. 19

An introduction to the new CPC officers.

97.

Pair of Firsts for CPC and CPS, A
Vol. 26 No. 4 April-May 1966 p. 81

Accounts of the major items of business transacted by the College Placement Council and College Placement Services at their January 1966 meetings.

98.

Reaffirmation of a Philosophy
Vol. 25 No. 1 Oct. 1964 p. 49

The testimony prepared for presentation by John M. Brooks, CPC past president, before a House of Representatives Subcommittee studying the role of the U. S. Employment Service in the nation's economy.

Study of Beginning Salary Offers
(See Surveys — Recruiting and Salary — 545)

99.

35 East Elizabeth
Vol. 20 No. 2 Dec. 1959 p. 18

A look at the CPC's new offices and the people there.

100. ———

This Is 35 East Elizabeth

Vol. 22 No. 4 April 1962 p. 30

A pictorial report on the new quarters of the Council staff — plus information on activities at CPC headquarters.

101. ———

Two Historic Days for the College Placement Council

Vol. 27 No. 4 April-May 1967 p. 80

An account of the Council's semi-annual meeting in Bethlehem, where final touches were applied to important proposals to be voted on at the June meeting (including amendments to change the Council's structure).

102. ———

Where Do I Go From Here?

Vol. 26 No. 1 Oct.-Nov. 1965 p. 54

The script of the new CPC film which aims to acquaint students and others with the many services available in the college placement office.

103. WYATT, GERALDINE

By Action of the Board

Vol. 17 No. 1 Oct. 1956 p. 30

The story of the establishment of the College Placement Publications Council.

104. ———

Your Placement Story: In 25 Minutes

Vol. 25 No. 3 Feb. 1965 p. 65

The story of CPC's new motion picture film.

COMPUTERS — THEIR USE IN PLACEMENT

105. BOND, CHARLES L.

Computer, The: Time-Saver for Busy Directors

Vol. 23 No. 4 April 1963 p. 61

The author states that the use of electronic data processing can make placement faster as well as more efficient and personalized.

106. ———

Dow Writes the Ticket

Vol. 18 No. 2 Dec. 1957 p. 46

The story of how Dow Chemical Company, Midland Division, applied data processing techniques to employment applications.

107. HARMON, NEAL F.

Arkansas Computer Helps Curb Apathy

Vol. 27 No. 3 Feb.-March 1967 p. 57

The placement director at the University of Arkansas explains how his office utilized a computer to wage a man-to-man letter campaign to increase the number of students scheduling job interviews.

108. KAUFFMAN, WARREN E.

Computer in Senior Placement, The

Vol. 27 No. 4 April-May 1967 p. 42

A three-year trial by the University of Rhode Island and Du Pont found automated selection of students for interviews beneficial to all parties.

LOVELL, GORDON P.

Women and the Growing World of Data Processing

(See Careers - Data Processing — 600)

109. MENKE, ROBERT F. AND YEHLE, LAWRENCE C.

Personalization Through Computerization

Vol. 24 No. 1 Oct. 1963 p. 42

The story of how Arizona State University utilizes a computer to provide more personalized service for part-time job placement.

110. ———

New CPC Service, A — GRAD

Vol. 26 No. 2 Dec. 1965-Jan. 1966 p. 32

A detailed explanation of the CPC's new computerized system to improve alumni placement.

CONFERENCES — CAREER AND VOCATIONAL

1. ———

Bucknell University Career Conference
Vol. 11 No. 2 Dec. 1950 p. 58

description of this university's career nference with a brief report about its eakers.

2. BURTON, WENDEL W.

Vocational Conferences
Vol. 10 No. 2 Dec. 1949 p. 24

guide for planning, operating, and folwing up a vocational conference in a hool or college.

3. ———

Career Carnival
Vol. 18 No. 2 Dec. 1957 p. 95

he story of the organization and operation Michigan State's annual Career Carval.

HERVENIK, EMILY

Notes on the Conference Group on Occupational Information and Placement
(See Counseling — 122)

4. GALLOWAY, JAMES L.

"Native Son" Conferences: Desirable or Dilemma?
Vol. 27 No. 4 April-May 1967 p. 60

n analysis of the advantages and disadntages of these conclaves by a member an MCPA committee which made a o-year study of the program.

NK, ROBERT E.

Psychological and Vocational Aspects of Employment
(See Relations - Human and Industrial — 494)

5. ———

Milwaukee Tries to Keep Them Home
Vol. 24 No. 4 April 1964 p. 136

look at a one-day program sponsored by Milwaukee-area industries to describe hometown opportunities for college students.

PERRY, LOUIS B.

Combining Vocational Counseling and Placement in the Small Liberal Arts College
(See Counseling — 132)

116. ———

Reappraising the Federal Career Program
Vol. 19 No. 3 March 1959 p. 22

A report of the Civil Service Commission forum for placement directors and recruiters from industry and government to help improve government recruiting.

117. ROBBINS, DONALD M.

12th Civil Service Region Tells Its Story With Federal Career Days, The
Vol. 20 No. 4 April 1960 p. 32

How the 12th Civil Service Region planned with WCPA for campus-wide Career Days that depict the range of career opportunities in the federal government.

118. SHACKEL, LEITH AND ANDREWS, JANE

Industry Invests in the Future
Vol. 19 No. 1 Oct. 1958 p. 47

A look at an industry-sponsored conference for high school guidance counselors.

COUNSELING

119. BRADFORD, J. K.

Obsolescence of Occupational Titles, The
Vol. 27 No. 4 April-May 1967 p. 87

Looking into the future, a veteran placement director points up hidden dangers in career counseling as it is currently practiced.

120. BRADSHAW, LILYAN B.

Critical Evaluation of Counseling Received as an Undergraduate, A
Vol. 14 No. 3 March 1954 p. 65

A survey of 579 alumni from 25 universities,

describing their experiences and suggestions on how to improve counseling.

121. BRADSHAW, LILYAN B.

That Last Summer — Way Station to a Career

Vol. 20 No. 4 April 1960 p. 37

The Summer between high school and college with its temptations of income and freedom can keep students from continuing their education. Here are suggestions to prevent this from happening.

122. CHERVENIK, EMILY

Notes on the Conference Group on Occupational Information and Placement

Vol. 10 No. 2 Dec. 1949 p. 53

The author notes suggestions for means of implementing guidance services in colleges and universities.

123. ELLIOTT, JOHN M.

Business Makes Some Observations on College Recruiting

Vol. 9 No. 1 Oct. 1948 p. 27

Addressed to college administrators, this article makes a strong case for improving the vocational guidance and information aspects of the college placement office.

GLENNAN, T. KEITH

Interrelation of Industry and Colleges, The

(See Placement - General — 293)

GUMMERE, RICHARD M., JR.

Why Johnny Can't Choose a Career

(See Career Planning and Choice —71)

124. HERRON, BERT

Business Seeks the New Professional

Vol. 20 No. 2 Dec. 1959 p. 12

The business world seeks graduates with a new high level of competence and sincerity. The author suggests early counseling as one way to develop potential talents.

125. HOPPOCK, ROBERT F.

How Do You Counsel a Conscientious Objector?

Vol. 21 No. 2 Dec. 1960 p. 34

Some advice to both the counselor and the counselee.

126. IVES, FRANK A.

Are We Getting Our Money's Worth?

Vol. 11 No. 1 Oct. 1950 p. 20

A recommendation for better guidance, more and better informed counselors, limiting admissions to fields showing signs of overcrowding, increasing training facilities to meet shortages of personnel in certain fields, financial assistance to outstanding students.

127. KIRKPATRICK, FORREST H.

Job of Vocational Guidance, The

Vol. 12 No. 1 Oct. 1951 p. 42

A discussion of vocational guidance and its complexities. The author shows the necessity for deep understanding and wide knowledge of people and occupations.

128. McCONNELL, MARGARET D.

Placement Be-Attitudes

Vol. 17 No. 1 Oct. 1956 p. 11

A plea for better and earlier counseling of liberal arts students, especially women.

129. McLEAN, JOHN FRANKLIN

Examination of the Counseling Function, An

Vol. 19 No. 4 May 1959 p. 17

A strong argument for counseling as a vital part of the placement director's function.

130. MEHM, PAUL R.

Consultation on Careers

Vol. 9 No. 4 May 1949 p. 25

A description of a career consulting service provided to students as a continuing process, beginning in their freshman year.

131. MOAK, FRANKLIN E.

Anatomy of a Counselor, The

Vol. 25 No. 2 Dec. 1964 p. 49

A study of the special talents and personal traits which go into the makeup of a successful counselor of college students.

132. PERRY, LOUIS B.

Combining Vocational Counseling and Placement in the Small Liberal Arts College

Vol. 11 No. 4 May 1951 p. 19

The author sets forth suggestions for es-

blishing student services on a small college ampus and provides some specific sugges- ons on mechanics of the office.

33. PERVIN, LAWRENCE A.

Counseling the College Dropout
Vol. 26 No. 1 Oct.-Nov. 1965 p. 30

ollege dropouts were queried about their asons for withdrawal, effects of with- awal, later academic and vocational per- rmance, and family life. The group was lected from three Princeton University asses (groups who would have graduated 1940, '51, and '60). The role of coun- ling these students is discussed in light the findings.

34. REEVES, DOROTHY

Placement as a Function of Guidance
Vol. 8 No. 4 May 1948 p. 45

he report of a survey of 150 schools to etermine status of placement and its many lied functions and to discover what the est schools are doing.

CHMAN, STANLEY M.

New Challenges and Opportunities
(See Placement — General — 305)

MITH, J. E.

Business Views College Placement
(See Placement - General — 307)

35. STALNAKER, JOHN M.

Advice to Advisers of Students Planning to Enter Medicine
Vol. 11 No. 4 May 1951 p. 11

plea for advisers to help students with alistic self-evaluation; describes what the rofession is, what ability and training it quires. The author also suggests "ave- ues of escape" for the rejected student.

36. STEPHENS, EVERETT W.

Placement's Historic Need: Early Guidance
Vol. 22 No. 3 Feb. 1962 p. 73

he author states that guidance should art as early as the freshman year if college raduates are to make full use of their ocational potentials.

STONE, H. E.

Placement Office Looks Ahead, The
(See Placement - General — 310)

137. SWANKER, HENRY J.

Notes for a Placement Workbook
Vol 20 No. 3 Feb. 1960 p. 41

A look at the booklet given to freshmen at Union College to show them the importance of planning and working toward their eventual placement all through their four years of college.

SWEETEN, E. CRAIG

Basic Problems in Adjusting to Present Day Conditions — the Placement Officer's Responsibilities
(See Placement - General — 311)

CURRICULUM

138. ANDERSON, HERBERT C.

Vocational Education Sets the Pace
Vol. 8 No. 3 March 1948 p. 37

A discussion of the purpose of vocational education at the secondary level. Describes a successful high school and gives an evaluation of the reasons for its success.

139. CRASKY, HARRY

What Is Really to Blame?
Vol. 16 No. 3 March 1956 p. 63

Some concrete suggestions for improving the teaching of communication skills.

140. HUDSON, DR. ROBERT I.

Cooperative System, The
Vol. 17 No. 1 Oct. 1956 p. 45

An argument supporting the cooperative system of education. A list of cooperative colleges is supplied.

141. KOPFF, RICHARD G.

Performance of Engineers
Vol. 15 No. 3 March 1955 p. 27

Report of a questionnaire to supervisors of junior engineers giving supervisors' reaction to the academic preparation and

personal characteristics of the young engineer, and supervisor's suggestions for changing certain emphasis in engineering curricula.

142. LOBINGIER, GEORGE D.

Industry's Evaluation of the College Curriculum

Vol. 10 No. 3 March 1950 p. 5

Industry calls for students who are well-grounded in all fundamentals, who understand how industry operates. The author stresses the need for developing this understanding into college curriculum and urges the placement office to interpret this need to curriculum builders.

OPULENTE, BLAISE J.

Poor Old Liberal Arts, The — Are They Really So Poor?

(See Liberal Arts — 228)

143. PATRICK, KENNETH G.

What They Think of Their Higher Education

Vol. 17 No. 3 March 1957 p. 10

Report of a survey questionnaire returned by 13,586 of the college graduates employed by General Electric Company revealing their attitudes toward usefulness of various subjects, activities, financing education.

144. PICKENS, H. D.

Need for a Broad Pattern of Education as a Basis for Placement, The

Vol. 12 No. 4 May 1952 p. 29

A brief plea for the broadly-educated man rather than the technical specialist.

145. PICKERING, ERNEST

Cooperative Education

Vol. 11 No. 1 Oct. 1950 p. 9

A brief historical glance at the cooperative education system with a study of its purposes and explanation of its sequence of training.

146. PRESTON, MALCOLM G. AND MORROW, GLENN R.

Let's Ask the Alumni

Vol. 9 No. 3 March 1949 p. 47

Report of a survey of alumni of the University of Pennsylvania, to determine their attitudes toward various facets of their academic and extracurricular life in undergraduate years.

147. SESSIONS, ROBERT E.

What Business Expects of College-Trained Personnel

Vol. 15 No. 3 March 1955 p. 33

A need is stressed for college-trained personnel who have both immediate utility and growth capacity.

148. STEPHENSON, EDWARD J.

Liberal Education vs. Vocational Training

Vol. 8 No. 3 March 1948 p. 63

A brief report of a debate between a team from the Union Society of Oxford University and one from St. Joseph's College, Philadelphia.

149. WATT, WILLIAM W.

Literacy and Liberal Education

Vol. 15 No. 4 May 1955 p. 57

A plea for sound thinking about what a college education should do to a student. Describes formularism and vocationalism as aims and methods of education.

EMPLOYMENT — PART-TIME AND SUMMER

150. BARR, JOHN

Financial Venture of College Students

Vol. 8 No. 4 May 1948 p. 33

Some of the values and pitfalls of student part-time employment.

151. BERRY, JANE

Does He Really Want a Part-Time Job?

Vol. 15 No. 4 May 1955 p. 73

There are a number of reasons why students register for part-time work. Here are some clues which may indicate whether the need and desire for work are real.

152. BRADSHAW, LILYAN B.

Summer Jobs Pay Off

Vol. 24 No. 4 April 1964 p. 35

Findings of a 10-year study reveal that

ort-term employment benefits both the ollege student and the employer — if the rogram is administered properly.

ADSHAW, LILYAN B.

What Attracts Students to Interview
(See Interviews — 217)

53. BUCKINGHAM, A. E., HEDRICK, CHARLES B., AND BRIGHT, B. BROOKE

Job Experience Through Summer Employment
Vol. 12 No. 4 May 1952 p. 55

escriptions of the Summer work programs rried out by Jewel Tea Company, rocter and Gamble Company, and lantic Refining Company.

54. DICKINSON, CARL

Do They Return to Ex-Employers for Permanent Jobs?
Vol. 23 No. 3 Feb. 1963 p. 99

ome interesting answers to the question whether part-time or Summer employ- ent influences the graduate in choosing s permanent employer.

55. DICKINSON, CARL AND NEWBEGIN, BETTY

Should the College Freshman Work?
Vol. 20 No. 4 April 1960 p. 45

hat effects do work, marital status, or tracurricular activities have upon fresh- an grades? Students give some surprising swers.

56. ECKBERG, ARTHUR R.

Who Speaks for Student Employment?
Vol. 25 No. 2 Dec. 1964 p. 69

survey reveals the diversity of agencies at handle student employment on dif- rent campuses. The author believes that hen the placement office surrenders this nction, it is losing a golden opportunity achieve early student contact.

57. FERRERA, MILDRED

Part-Time Placement — A Full-Time Job
Vol. 17 No. 4 May 1957 p. 105

statement of principles for the placement fice concerned with student part-time nployment.

158. JENSEN, JERRY J.

Your Summer Job Program — A Success or a Failure?
Vol. 25 No. 2 Dec. 1964 p. 61

Basic principles are presented for the development of effective Summer employment programs that will reap full recruiting mileage.

159. JONES, GUILFORD, JR.

Missing a Bet on Part-Time Jobs?
Vol. 24 No. 2 Dec. 1963 p. 50

The story of how the University of Wichita built up its part-time placement service, resulting in help for employers and valuable experience as well as cash for the students.

160. KATZENBACH, JON R.

Does Your Summer Job Program Recruit . . . or Antagonize?
Vol. 23 No. 3 Feb. 1963 p. 24

After surveying both trainees and management, the author suggests what can be done to increase the value of the Summer job program as an effective part of recruiting.

KNAPP, DONALD F.

Helping the Underdeveloped Student
(See Career Planning and Choice — 76)

KOLYER, F. A.

Tryouts Before Graduation
(See Training Programs and Devices — 557)

LETCHER, ARTHUR J.

Understanding Today's Students
(See Relations — Human and Industrial — 493)

LINK, ROBERT E.

Psychological and Vocational Aspects of Employment
(See Relations - Human and Industrial — 494)

161. MacGREGOR, ARCHIE

Part-Time Employment — Good or Bad?
Vol. 26 No. 3 Feb.-March 1966 p. 127

A survey of Brooklyn College students shows the prevalence and importance of such work, as well as the immediate and long-term effects on them.

MENKE, ROBERT F. AND YEHLE, LAWRENCE C.

Personalization Through Computerization

(See Computers - Their Use in Placement—109)

162. MORRISSEY, ROBERT J.

What Price Summer Employment?

Vol. 17 No. 4 May 1957 p. 57

A word of caution and some suggestions to companies about the way they operate their Summer employment programs for underclassmen.

163. MORRISSEY, ROBERT J.

What Value Student Part-Time Employment?

Vol. 18 No. 4 May 1958 p. 37

The report of a survey questionnaire returned by 31 colleges, indicating pay rates, salary arrangements, work scheduling, and other procedures for student employment.

Preview of Industry

(See Training Programs and Devices — 565)

SEARS, ROBERT N.

Industry's Part

(See Training Programs and Devices — 566)

164. SEDLACEK, WILLIAM E.

Summer Job, The: It Should Offer More Than a Paycheck

Vol. 24 No. 3 Feb. 1964 p. 59

An account of the Summer employment program at Kansas State University, one of the pioneers in this phase of placement. Includes salary information.

165. SISSON, MARJORIE S.

Paying Your Way Through College

Vol. 12 No. 3 March 1952 p. 50

Addressed mainly to students, this article covers various aspects of financing a college education and gives sound counsel concerning part-time and Summer employment as financial aids.

166. SMITH, WALTER D.

Survey of College Part-Time Employment, A

Vol. 14 No. 3 March 1954 p. 75

Besides giving statistics on practices in 125 institutions, the article suggests some problems and solutions concerning part-time jobs for students.

Students Become the Plant "Managers"

(See Training Programs and Devices — 567)

167. ———

Summer Employment Programs

Vol. 16 No. 3 March 1956 p. 69

A review of some of the formal programs for underclassmen offered in business and industry.

ENGINEERS AND SCIENTISTS

Armstrong Shows the Way to Young Scientists

(See Careers - Not Elsewhere Classified — 649)

BARLOW, WALTER G.

Discontent Among Engineers

(See Turnover — 575)

BESSELMAN, WAYNE L.

Systems Engineering — A Journal Career Profile

(See Careers - Engineering — 606)

BRADSHAW, LILYAN B.

Forgotten Middle Man in Engineering, The

(See Manpower Supply, Planning, and Utilization — 237)

CAVANAUGH, W. T.

Engineering Manpower — The Fact and the Fiction

(See Manpower Supply, Planning, and Utilization — 239)

CHILTON, THOMAS H.

What is Chemical Engineering?

(See Careers-Engineering — 607)

8. ———

Downward Trend Is Reversed, The

Vol. 26 No. 2 Dec. 1965-Jan. 1966 p. 76

harts prepared by the Engineering Man-ower Commission give graphic indication at, based on enrollments, the supply of gineers should improve in the future.

ASTON, ELMER C.

Partnership in Engineering Education, A

(See Manpower Supply, Planning, and Utilization — 241)

RAY, ROBERT D.

Teaching Industrial Relations to Engineering Students

(See Relations - Human and Industrial — 490)

ARVEY, GEORGE L., JR. AND AW, E. BARRETT

Engineers in the Electric Public Utility Industry

(See Careers - Engineering — 608)

9. HERZFELD, HERBERT C.

Placed or Misplaced?

Vol. 20 No. 3 Feb. 1960 p. 33

he highly-trained professional or technical aduate is often misused or finds his talents asted. The author suggests ways to medy this situation.

0. JAKES, JAMES R.

Jobs for Engineers

Vol. 10 No. 4 May 1950 p. 34

n analyses of the current demand for gineers and some predictions for the ture.

FFREY, FRASER

Engineering Graduates and the Future

(See Career Planning and Choice — 73)

ONES, WEBSTER W.

Training for Professional Competence

(See Manpower Supply, Planning, and Utilization — 244)

OPFF, RICHARD G.

Performance of Engineers

(See Curriculum — 141)

KUBICEK, E. C.

Salary Alone Is Not Enough

(See Manpower Supply, Planning, and Utilization — 245)

171. LAUER, B. E.

Program for Engineering Student Placement, A

Vol. 13 No. 4 May 1953 p. 51

To solve the problem of senior engineering students neglecting their professional education in favor of interviews and plant visits, the writer suggests a mid-spring deadline before which no student would be invited for plant visits or extended job offers.

172. NUSS, L. R.

Expectations and Realities for the Young Engineer

Vol. 17 No. 3 March 1957 p. 37

A list of the personal qualities and attitudes which companies look for and try to develop in their beginning engineers.

WANGEMAN, CHARLES E. AND RYAN, J. DENNIS

Carnegie Gets the Answer

(See Career Planning and Choice — 85)

ENROLLMENTS

173. BEAVEN, MARION B.

Challenge in Declining Enrollments, The

Vol. 11 No. 4 May 1951 p. 15

Independent colleges meet the challenge of declining enrollments by increasing scholarship funds and by fostering and expanding summer work programs.

174. ———

Enrollment — Going Up

Vol. 18 No. 3 March 1958 p. 23

U. S. Department of Health, Education, and Welfare statistics on college enrollment.

175. ———

Future College Enrollments

Vol. 17 No. 2 Dec. 1956 p. 52

A projection of college enrollments for 1956-1970 and of degrees conferred.

ETHICS AND STANDARDS

176. BRIDGMAN, DONALD S.

Story Behind the Statement, The

Vol. 18 No. 1 Oct. 1957 p. 27

The history of the development of the "Principles and Practices of College Recruiting."

177. BROCKWAY, PHILIP J.

Long Step Forward, A

Vol. 18 No. 1 Oct. 1957 p. 5

Announcement of the "Principles and Practices of College Recruiting" and a statement of the need to operate by the code.

178. ———

Code of Ethics of Interviewing Procedures

Vol. 12 No. 2 Dec. 1951 p. 10

The American Society for Engineering Education presents a set of standards for interviewing.

179. MARKS, JAMES A., MENKE, ROBERT F. AND ARMSTRONG, RODNEY M., JR.

Bird-Dogging: A Debate — Is It All Right . . . or Isn't It?

Vol. 21 No. 2 Dec. 1960 p. 28

Should recruiters approach faculty and students to entice more and better students to sign for interviews with them? Mr. Marks says yes . . . Messrs. Menke and Armstrong give argument.

180. ———

Our Ethics — A Journal Forum

Vol. 17 No. 2 Dec. 1956 p. 18

A discussion on ethics by groups from ECPO and MCPA.

181. ———

Revised Principles and Practices of College Recruiting, The

Vol. 20 No. 1 Oct. 1959 p. 15

A new version of the "Principles and Practices."

182. SIDLES, CRAIG

Are the Principles Being Put into Practice?

Vol. 19 No. 3 March 1959 p. 29

Although there is general agreement with the "Principles and Practices of College Recruiting," neither college placement directors nor employers feel that the other is fully practicing the principles.

SMITH, J. E.

College Recruitment

(See Recruitment - General — 461)

183. STEELE, JOHN E.

Ethics — Without Pain

Vol. 22 No. 1 Oct. 1961 p. 29

The chairman of the CPC Ethics Committee reviews some of the fundamental concepts of the "Principles and Practices of College Recruiting" and raises current problems.

184. TEAL, EVERETT A.

Code of Ethics, A

Vol. 17 No. 2 Dec. 1956 p. 7

The president of the CPC states the need for a code of ethics.

185. TEAL, EVERETT A.

Standards of Practice

Vol. 17 No. 3 March 1957 p. 5

Stressing the need for an over-all standard of practice for placement offices, the author suggests a manual of commonly accepted and tested techniques which could serve as a measuring stick or a guide.

FACULTY — CONTACTS AND EMPLOYMENT

186. BRADSHAW, LILYAN B.

Educating the Educators

Vol. 19 No. 1 Oct. 1958 p. 43

The author states that industry should continue to make every effort to inform professors about its operations through such devices as Summer employment, faculty conferences, and plant visits.

7. CORSON, NANSI

Way to the Faculty's Heart, The
Vol. 24 No. 2 Dec. 1963 p. 39

report on a University of California-erkeley survey gives new insight to the ews of faculty members regarding their ntacts with recruiters.

ENNAN, T. KEITH

Interrelation of Industry and Colleges, The
(See Placement - General — 293)

8. HOLMES, JOHN

With Regret
Vol. 17 No. 3 March 1957 p. 21

college professor emphasizes the need r graduates to keep the faculty informed their progress over the years if they pect faculty members to continue to rite letters of recommendation for them hen they are changing jobs.

9. LANSNER, LAWRENCE A.

Art of Private Relations, The
Vol. 18 No. 4 May 1958 p. 19

he author contends that the placement irector should be acquainted with the culty members to promote more effec-ve placement procedures and better culty cooperation in placement activities.

0. LEVENE, C. C.

Faculty Loss — What Can Be Done About It?
Vol. 18 No. 3 March 1958 p. 30

n article suggesting methods for encourag-g students to enter teaching and ways which industry can help colleges and niversities to retain teachers.

MITH, J. E.

Business Views College Placement
(See Placement - General — 307)

1. WORK, C. E.

Industry's Stake in Our Professors
Vol. 17 No. 3 March 1957 p. 27

description of a number of Summer em-oyment programs for faculty members nd their value to both industry and the olleges.

WYATT, GERALDINE M.

Employers/Faculty
(See Relations — Industry-College — 513)

FOLLOW-UP — STUDENT

192. CHERVENIK, EMILY

Employment Status of 1948 University of Wisconsin Graduates
Vol. 9 No. 4 May 1949 p. 50

A survey of the previous June's graduating class reveals their jobs, salaries, job relation to academic training, and how the position was obtained.

193. CROSS, KENNETH D. AND PETERS, CHESTER E.

After Graduation
Vol. 22 No. 3 Feb. 1962 p. 28
Vol. 22 No. 4 April 1962 p. 81

A Kansas State University survey of its graduates digs out some answers to "unanswerable" questions in an effort to improve its counseling.

194. DAVENEL, GEORGE

Follow-Up in Placement
Vol. 15 No. 1 Oct. 1954 p. 45

The author deplores the lack of follow-up and suggests methods for doing it effectively.

195. DICKINSON, CARL

How Business Graduates Feel about Their Jobs
Vol. 17 No. 2 Dec. 1956 p. 43

A survey of business administration graduates of the University of Washington after six years out of school reports their job satisfaction, present work and college majors, college grades, high school grades.

196. DICKINSON, CARL AND NEWBEGIN, BETTY

What Contributes to Job Stability?
Vol. 16 No. 2 Dec. 1955 p. 25

A survey of college graduates and their employers 1–2½ years after graduation reports on turnover and traits common to people who have remained on the job.

197. ECKBERG, ARTHUR

Roosevelt University's Class of '59

Vol. 21 No. 2 Dec. 1960 p. 47

The 1959 graduates report on their present jobs, school work and activities, and part-time work while in college.

GINZBERG, ELI

Conservation of Talent, The — Lessons for Management

(See Success — Factors Helpful For — 525)

GLENNAN, T. KEITH

Interrelation of Industry and Colleges, The

(See Placement - General — 293)

198. KAUFFMAN, WARREN E.

Class of 1963, The

Vol. 24 No. 4 April 1964 p. 61

A nationwide study comes up with statistics on how many students got jobs, how many went to graduate school — as well as a number of other revealing facts.

199. NAUMANN, JOANN M.

Portrait of a Woman's College Class of 1958

Vol. 19 No. 4 May 1959 p. 33

This report of a survey of women college graduates includes helpful suggestions to students and their counselors.

200. PARKER, ELIZABETH M.

Employee Opinion Survey

Vol. 12 No. 4 May 1952 p. 39

The report of a follow-up study on graduates after one year on the job with mention of the values of such follow-up.

PERVIN, LAWRENCE A.

Counseling the College Dropout

(See Counseling — 133)

201. REEVES, DOROTHY

What About Follow-Up?

Vol. 10 No. 1 Oct. 1949 p. 32

A study of 120 colleges on visitation and follow-up of graduates, and assistance in readjustment to job. Weakness found in all areas.

202. RYAN, JOHN F. X.

City College of New York Reports on Graduates' Activities

Vol. 9 No. 2 Dec. 1948 p. 56

A follow-up study of the June 1947 class provides information on the types of jobs they hold and the salary levels reached one year after graduation. It also offers some pertinent comments by respondents to questionnaire.

203. SIGLER, RUSSELL K.

Let's Look at the Other Half

Vol. 14 No. 4 May 1954 p. 73

A study of 813 liberal arts graduates, University of Colorado classes 1946-50, probes the types of companies hiring and types of jobs entered by graduates. The author analyzes the implications of survey for employers and for liberal arts faculties.

204. SWEETEN, E. CRAIG

Some Comments on Follow-Up

Vol. 11 No. 3 March 1951 p. 43

The author provides a definition and philosophy of follow-up, then discusses current attitudes and practices, reports a survey of 40 placement officers and a survey of industrial representatives on how they give follow-up information to placement offices.

205. ———

Where Do They Go?

Vol. 21 No. 4 April 1961 p. 84

The disposition of those missing graduates — the ones never counted in the "hired" column — is suggested by results of an informal CPC investigation.

206. ———

Where Do They Go After Graduation?

Vol. 22 No. 2 Dec. 1961 p. 89

A Lehigh University study provides interesting data on seniors since 1952.

207. WILSON, EUGENE S.

Unprepared but Ready

Vol. 12 No. 2 Dec. 1951 p. 36

A report of the Amherst College Class of 1950, nine months after graduation, shows that most of the class from this liberal arts

llege were in graduate schools or em-yed in a variety of occupations, with s than two per cent still unemployed.

FOREIGN STUDENTS

B. BEAUMONT, ANDRE G.

Friendly Invaders, The
Vol. 25 No. 2 Dec. 1964 p. 26

re-examination of the relationship of the icement office and the foreign student, cluding a clarification of constantly-anging government regulations.

. MONTANA, PATRICK J.

Placing the Foreign Student
Vol. 22 No. 1 Oct. 1961 p. 33

sed on an interview with Robert Lindsey, ief, Applications Section, Immigration d Naturalization Service in New York, s article is designed to assist placement rectors in advising students of current gulations.

MBO, VINTON H.

Recruiting — Continental Style
(See Recruitment — General — 460)

NGLETON, JOHN D.

Think Big — Think International
(See Placement — Other Countries — 338)

RADES — IMPORTANCE OF

0. BUESCHER, V. A.

What Were Your Grades?
Vol. 17 No. 1 Oct. 1956 p. 27

he author states there has been too much nphasis on grades and not enough on ner factors in a candidate's record and rsonal qualifications.

1. MANNING, H. L. AND CATO, W. H.

Middle 60%, The — An Untapped Gold Mine?
Vol. 24 No. 4 April 1964 p. 55

discussion of the import of statistics nich show that a marked difference often exists in the four-year grade index and that for junior-senior work.

212. MASON, ROBERT D.

Grades + Activities = Financial Success?
Vol. 25 No. 4 April 1965 p. 26

According to the results of a survey among business administration graduates, the popular formula for predicting success in the business world is not entirely valid.

213. McNELLIS, LAWRENCE A.

Let's Forget Those Quartiles
Vol. 19 No. 4 May 1959 p. 25

A study suggests that there is little correlation between scholastic success and median income in the 5th to 95th percentiles of class rank. The author thinks interviewers are too preoccupied with quartile rank and neglect other factors in candidates.

214. WALTERS, ROY W., JR. AND BRAY, DOUGLAS W.

Today's Search for Tomorrow's Leaders
Vol. 24 No. 1 Oct. 1963 p. 22

The findings of a detailed study of 17,000 Bell System employees on the relationship of their college performance and progress later in business.

INTERVIEWS

ATHOS, ANTHONY G.

Who Should Recruit? (Part I)
How Important Is the Recruiter? (Part II)
(See Recruitment — Evaluations — 434)

BABBUSH, H. EDWARD

Space Is Where You Find It
(See Placement Office — Evaluations, Salaries, Budgets, and Facilities — 354)

215. BOYNTON, PAUL W.

Purposes of the Interview
Vol. 14 No. 3 March 1954 p. 39

The recruiter is offered some tips on evaluating student candidates and how to match their qualifications with company requirements. An excerpt from a survey reports some of the reasons for turnover.

216. BOYNTON, PAUL W.

How to Conduct an Interview

Vol. 14 No. 4 May 1954 p. 37

A veteran recruiter outlines the steps that lead to a successful, informative interview. A survey provides a look at the negative factors that commonly lead to a candidate's rejection and the questions most frequently asked by recruiters.

217. BRADSHAW, LILYAN B.

What Attracts Students to Interview

Vol. 27 No. 2 Dec. 1966-Jan. 1967 p. 43

A study has revealed that company reputation is the one outstanding factor that motivates a student to interview an employer. The author explains how a company can build its reputation in the minds of college students.

218. CANNING, R. J.

Appraisal of the Student

Vol. 16 No. 2 Dec. 1955 p. 6

The author expresses a need for interviewing to be done by the men who are, or have been, engaged in the kind of work for which they are interviewing. He also mentions points for evaluation and how to get the necessary information about the student.

219. CLARKE, J. R.

Interviewer's Impressions, An

Vol. 16 No. 1 Oct. 1955 p. 29

An interviewer offers college seniors some helpful hints.

FLINN, ROBERT D.

Sometimes Unusual Answers Can Result When Probing the Obvious

(See Recruitment - Evaluations — 435)

220. HANAU, DOUGLAS O.

Another 'First' for Women

Vol. 26 No. 4 April-May 1966 p. 47

A report on a special week-long workshop conducted for women recruiters by the Bell Telephone System at the University of Vermont. Bell's method of interviewing is explained and both students and recruiters give their reactions to the practice interviews.

HARMON, NEAL F.

Arkansas Computer Helps Curb Apathy

(See Computers — Their Use in Placement — 107)

221. JAEGER, DOUGLAS

Does Your Vocational Maturity Show?

Vol. 15 No. 1 Oct. 1954 p. 15

New graduates should not be expected to know exactly what they want to do, according to the author. Interviewers should refrain from limiting candidates to certain job categories based on their major.

KAUFFMAN, WARREN E.

Computer in Senior Placement, The

(See Computers — Their Use in Placement —108)

222. LANSNER, LAWRENCE A.

Standing Room Only or Saturday Interviews

Vol. 27 No. 3 Feb.-March 1967 p. 119

Prompted by a space squeeze, the Baruch School of Business Administration at the City University of New York experimented with recruitment interviews on Saturdays. The placement director reports student and recruiter reactions to this move and the resultant success.

223. LETCHER, ARTHUR J.

Confidential Rating Helps Recruiters Improve Their Interview Techniques

Vol. 23 No. 2 Dec 1962 p. 33

A look at the simple method the University of Pennsylvania uses to help recruiters review their effectiveness on the same day interviews are conducted.

Recommended Procedures in Interviewing and Placement of College Seniors

(See Placement Office - Forms, Procedures, Mechanics — 417)

224. UHRBROCK, RICHARD S.

Interviewing and Testing

Vol. 16 No. 4 May 1956 p. 29

The way to a successful interview is through planning. Methods for termin-

ng the interview are also discussed. The hor extends a plea for better use of ilable testing devices in selection.

LIBERAL ARTS

. BISHOP, JOAN FISS

Profile, A: The Woman in Liberal Arts
Vol. 25 No. 4 April 1965 p. 37

e success and accomplishments of the duates of a woman's liberal arts college, hown in a survey, refute the notion that h institutions fail to prepare their lents for careers.

. CHERVENIK, EMILY

Problems of the Liberal Arts Graduate, The
Vol. 11 No. 1 Oct. 1950 p. 16

lea for recruiters to look carefully at the ral arts graduate, to understand his kground and motivation, and to con- r him for his potential.

. DUFFIELD, HUGH K.

Industry's Great Need
Vol. 25 No. 3 Feb. 1965 p. 28

cording to the author, industry has a mendous demand for the liberally- ucated college graduate who possesses a se of purpose and direction.

. OPULENTE, BLAISE J.

Poor Old Liberal Arts, The — Are They Really So Poor?
Vol. 26 No. 4 April-May 1966 p. 67

ntrary to the predictions of some that Liberal Arts face an imminent demise, author contends that they have greater ue than ever in providing candidates h adaptability and the basis for future wth. He maintains that there are ntless professional opportunities for the s graduate.

. PETERS, CHESTER E.

Is the Arts Graduate Really Well-Rounded?
Vol. 19 No. 1 Oct. 1958 p. 55

e author feels that just as the engineer st have a firm grounding in the human- ities, so must the liberal arts graduate have a firm grounding in science and technology.

PICKENS, H. D.

Need for a Broad Pattern of Education as a Basis for Placement, The
(See Curriculum — 144)

230. PRENTIS, H. W., JR.

Liberal Education for Business and Industry
Vol. 11 No. 2 Dec. 1950 p. 5

A strong statement for liberal education as the best preparation for all kinds of the world's work.

231. ROSE, R. NORRIS

Liberal Education — A Career Asset?
Vol. 18 No. 3 March 1958 p. 65

An analysis of the work opportunities available for liberal arts graduates; suggests ways and means these graduates can better prepare themselves for the employment market.

232. SHUCK, EMERSON C.

Careers and the Liberal Arts
Vol. 17 No. 4 May 1957 p. 43

A collection of comments from corporation executives proves there are many opportunities for liberal arts graduates.

STEPHENSON, EDWARD J.

Liberal Education vs. Vocational Training
(See Curriculum — 148)

WATT, WILLIAM W.

Literacy and Liberal Education
(See Curriculum — 149)

MANPOWER SUPPLY, PLANNING, AND UTILIZATION

233. BARLOW, CARLTON M.

Sputnik — Its Meanings for Manpower
Vol. 18 No. 4 May 1958 p. 16

Some predictions for future needs point

out a basic necessity for developing intellectual resources to the optimum.

234. BLOMQUIST, W. T.

Plea for Stabilization, A

Vol. 19 No. 4 May 1959 p. 27

The author urges stabilization in the demand for college graduates, centered on long-range consideration. He further points out the continuing need for "average" people.

235. BOLT, RICHARD N.

1970 — What Positions Will Be Up Front?

Vol. 26 No. 3 Feb.-March 1966 p. 59

A description of how national goals will affect the employment market for college-trained manpower, forcing maximum utilization and mobility.

236. BORING, MAYNARD M.

Critical Technical and Scientific Manpower Situation, The

Vol. 12 No. 2 Dec. 1951 p. 6

Claiming that an engineering education is good preparation for many difficult fields, the author urges the guidance of young people into science and engineering.

237. BRADSHAW, LILYAN B.

Forgotten Middle Man in Engineering, The

Vol. 14 No. 1 Oct. 1953 p. 7

A plea to industry to give more attention to its one-to-five year employees and to hold the line on starting salaries.

238. BRATT, ELMER C.

Boom by '70, The

Vol. 25 No. 1 Oct. 1964 p. 37

An analysis of a situation which could lead to a real placement problem — a dramatic increase in college graduates which will far exceed the rise in the labor force.

239. CAVANAUGH, W. T.

Engineering Manpower — The Fact and the Fiction

Vol. 19 No. 1 Oct. 1958 p. 32

A more than statistical study of engineering manpower, present and future, by the executive secretary of the Engineering Manpower Commission.

240. DAILEY, WILLIAM W.

After They're Hired . . . What Then?

Vol. 23 No. 3 Feb. 1963 p. 59

The author states that poor preparation for the influx of graduates on the company's part, can shatter the value of the recruiting program.

DUFFIELD, HUGH K.

Industry's Great Need

(See Liberal Arts — 227)

241. EASTON, ELMER C.

Partnership in Engineering Education, A

Vol. 18 No. 2 Dec. 1957 p. 21

After pointing out the economic, social, and technological changes now in process, the dean of Rutgers' College of Engineering urges industry and education to do a better job of educating and using engineers.

EMMERLING, WALTER

Recruiting of College Graduates for Business Positions

(See Recruitment - General — 451)

GINZBERG, ELI

Conservation of Talent, The — Lessons for Management

(See Success — Factors Helpful For — 525)

242. GINZBERG, ELI

Manpower Trends: Their Implications for College Placement

Vol. 27 No. 1 Oct.-Nov. 1966 p. 22

A noted economist analyzes the future supply of college-trained manpower and predicts the areas of the economy in which the demand for graduates will be greatest.

243. GUDER, R. F.

Welcome Aboard!

Vol. 24 No. 4 April 1964 p. 99

Reproduced from "Management Review," this cartoon feature pinpoints what *not* to do with new recruits.

244. JONES, WEBSTER W.

Training for Professional Competence

Vol. 10 No. 3 March 1950 p. 9

An address to the American Institute of

hemical Engineers describes the role of ie college and of industry in helping the ngineering graduate achieve full pro-ssional competence.

45. KUBICEK, E. C.

Salary Alone Is Not Enough
Vol. 21 No. 3 Feb. 1961 p. 38

he author states that opportunity and rofessional recognition are as important engineers and scientists as salary.

AUGHLIN, J. BRUCE

Home-State Brain Drains
(See Relations — Industry-College — 507)

TCHER, ARTHUR J.

Understanding Today's Students
(See Relations — Human and Industrial—493)

46. MacGREGOR, ALAN

Promotion from Within
Vol. 17 No. 2 Dec. 1956 p. 14

Marathon Corporation shows how it has uccessfully followed the policy of promoting rom within the organization and its rela-ion to college recruiting.

IACY, JOHN W., JR.

After Placement — What?
(See Training Programs and Devices — 561)

47. MORRIS, H. E.

Problems in Utilizing Technical Personnel
Vol. 12 No. 3 March 1952 p. 32

uggestions for the extended use of tech-icians, wider use of statistical methods, nd more emphasis on basic research.

48. ROBETTS, D. S.

Forecast of Employment for 1951
Vol. 11 No. 3 March 1951 p. 39

A forecast of a short supply of college grad-ates was well borne out by the situation hich occurred.

49. SARNOFF, DAVID

Technical Manpower
Vol. 16 No. 4 May 1956 p. 39

A proposal to establish a national educa-onal reserve of qualified teachers now working in industry; these to be released periodically, with full pay, for teaching assignments.

250. SCHEIN, EDGAR H.

Wall of Misunderstanding on the First Job, The
Vol. 27 No. 3 Feb.-March 1967 p. 48

A tragic dilemma occurs early in many careers because the company and candidate work at cross-purposes as a result of a genuine misconception of each other's needs and goals. The author explains the problems this creates and suggests some ways to head off these misconceptions.

SELIGSON, HARRY

Trend to Mobility, The
(See Turnover — 577)

SHINGLETON, JOHN D.

Think Big — Think International
(See Placement — Other Countries — 338)

251. SIKES, GORDON G.

Concerning Manpower, Innovation, and Placement
Vol 20 No. 2 Dec. 1959 p. 23

A review of a research study of American business and industry which revealed the lack of long-range manpower planning by employers; suggestions on how this situation should be remedied, along with adjustments in recruiting and placement to compliment the change.

252. SLATER, J. M.

Personal Element in Personnel Assignments, The
Vol 24 No. 4 April 1964 p. 26

A discussion of the need for sound principles in manpower management which, the author says, have not kept pace with other forms of innovation.

253. SMITH, J. E.

Looking Ahead
Vol. 13 No. 1 Oct. 1952 p. 6

A prescription for meeting the manpower shortage for the next few years by effective recruitment and placement of men returning from military service. As remedies, the author suggests special publications,

regional alumni offices, recruiting at military installations.

254. STEELE, JOHN E.

There's No Magic Formula

Vol. 18 No. 2 Dec. 1957 p. 77

A list of suggestions to young men who feel that they are not being promoted as rapidly as they should be.

255. STEPHENS, EVERETT W.

Lost Executive Talent

Vol 19 No. 2 Dec. 1958 p. 47

Studies show that New England industry is not taking full advantage of manpower resources in New England schools. The author suggests better communications between these industries and the placement office.

256. WOLFBEIN, SEYMOUR L.

Forecast For College Graduates

Vol. 22 No. 1 Oct. 1961 p. 24

Short- and long-range fluctuations in supply and demand of college graduates will make for a challenging decade in recruitment.

MINORITY GROUPS

257. BEAUMONT, ANDRE G.

CPS — A First Report

Vol. 26 No. 2 Dec. 1965-Jan. 1966 p. 54

In one year, College Placement Services grew from an idea into a functioning organization, designed to help predominantly Negro colleges upgrade their counseling and placement programs. This is that story.

BEAUMONT, ANDRE G.

Fruitful Year for CPS, A

(See Placement — Organizations and Publications — 319)

258. BOND, J. PERCY

Changing Opportunities and Growing Needs

Vol. 24 No. 3 Feb. 1964 p. 71

A report on the Morgan State Conference, attended by the presidents and placement directors of 17 predominantly Negro educational institutions.

259. KAUFFMAN, WARREN E.

Washington, At — A New Kind of Revolution

Vol. 25 No. 1 Oct. 1964 p. 22

An account of the conference sponsored by the College Placement Council and Plans for Progress to implement the placement of minority college graduates.

Pair of Firsts for CPC and CPS, A

(See College Placement Council — 97)

260. ROSE, RALPH

Negro in Industry, The

Vol. 13 No. 3 March 1953 p. 13

A discussion of the changing employment situation for Negroes, brought about by government legislation, stresses the placement director's key position in bringing about equality of opportunity by his work with employers and students.

261. STEVENS, JOHN

Direction in Which to Move

Vol. 24 No. 4 April 1964 p. 48

The Southwest Placement Association conducts a workshop to give representatives of predominantly Negro colleges a first-hand understanding of the role of placement.

NOT ELSEWHERE CLASSIFIED

262. BOARD, FRED C.

Right to Be Uncommon, The

Vol. 17 No. 4 May 1957 p. 22

A discussion of the handicapped worker and a reasonable approach to counseling and employing him.

263. CALVERT, ROBERT, JR.

Employment Prospects for the Class of 1950

Vol. 10 No. 4 May 1950 p. 40

Estimates of the prospects for graduates in a number of difficult employment fields.

4. CLAGUE, EWAN

Occupational Outlook for the Professions

Vol. 9 No. 3 March 1949 p. 28

he head of the Bureau of Labor Statistics ports on increasing demands for people professional fields.

5. ———————

Day in the Life of a Recruiter, A (or) How to Succeed in Recruiting Without Really Trying

Vol. 26 No. 2 Dec. 1965-Jan. 1966 p. 79

he techniques of Tom Timid and Wheeler ealer are examined in a skit written with ngue in cheek by Kenneth Burns.

6. ENDICOTT, FRANK S. AND YOXALL, GEORGE J.

How to Sleep Nights While Planning a Conference

Vol. 24 No. 3 Feb. 1964 p. 42

detailed checklist for the planning of a gional placement meeting — as seen rough the eyes of a mythical chairman.

7. FORD, JUDSON

Impact of Government, The

Vol. 18 No. 2 Dec. 1957 p. 35

he author discusses effect of government ending on current job market, projects e effect of government actions on future llege recruitment, and discusses some pes of jobs available as a result of in- eased influence.

8. KAUFFMAN, JOSEPH F.

Meaning of Work to This College Generation, The

Vol. 27 No. 1 Oct.-Nov. 1966 p. 37

university dean deftly analyzes the at- udes and aspirations of today's college uth, attacking a number of misconcep- ns prevalent among their elders.

9. MALLOTT, DEANE W.

Fraternity Life

Vol. 15 No. 4 May 1955 p. 39

look at the contributions made by fra- nities and a discussion of their continuing sponsibilities to their institutions.

270. SMITH, JUSTIN C.

Possible Legal Pitfalls in College Placement Work

Vol. 20 No. 4 April 1960 p. 29

The author discusses several of the many legal questions underlying the whole matter of placement and suggests a few measures for protection.

271. STEELE, JOHN E.

Placement Officer Looks at Retailing, The

Vol. 13 No. 4 May 1953 p. 31

An address given at a retailers' convention; includes reports on surveys and questionnaires to determine what the retailing industry needs to do to attract more qualified graduates.

272. VAN NOTE, WILLIAM G.

What Is a College?

Vol. 14 No. 4 May 1954 p. 55

A brief description of the various groups of people who make up a college and the responsibilities of each — trustees, faculty, alumni, students, and community.

PLACEMENT — ALUMNI

273. BRISTOL, W. M.

Alumni Occupational Inquiry

Vol. 11 No. 2 Dec. 1950 p. 25

The results of a survey conducted among the alumni of Washington State University to determine alumni need for further placement assistance, to obtain information regarding salaries, location, type of work, and relationship of employment to college training.

274. CALVERT, ROBERT, JR.

Returning Peace Corps Volunteer, The

Vol. 26 No. 4 April-May 1966 p. 55

A report on what is happening to the thousands of Peace Corps volunteers returning to civilian pursuits, and the cooperative efforts of many organizations to help them make the transition.

DAVENEL, GEORGE

Retooling for the Space Age

(See Placement Office - Forms, Procedures, Mechanics — 402)

275. ESTABROOKS, G. H.

Changing Emphasis in College Placement

Vol. 13 No. 1 Oct. 1952 p. 13

The author proposes that schools establish alumni placement centers in metropolitan areas to be operated on an individual or cooperative basis.

276. ESTABROOKS, G. H.

Placement of Alumni, The

Vol. 15 No. 2 Dec. 1954 p. 7

The author presents suggestions for improving and expanding placement services for alumni.

GLENNAN, T. KEITH

Interrelation of Industry and Colleges, The

(See Placement - General — 293)

LOWE, WILLIAM H.

Placement: The End or Beginning?

(See Placement - General — 299)

New CPC Service, A — GRAD

(See Computers — Their Use in Placement — 110)

SMITH, J. E.

Business Views College Placement

(See Placement - General — 307)

PLACEMENT — CENTRALIZED AND DECENTRALIZED

277. BRYANT, ROYE R.

Institutional Centralized Placement

Vol. 13 No. 4 May 1953 p. 15

The report of a study of placement offices and the reaction of industrial recruiters to them; organizations, administration, and procedures; and the advantages and disadvantages of centralized placement.

278. CALVERT, ROBERT, JR. AND SNIDER, J. D.

Centralization or Decentralization?

Vol. 21 No. 2 Dec. 1960 p. 43

Presentation of the results of a survey to determine the ideal organization of placement — centralized, decentralized, coordinated.

279. MENKE, ROBERT F. AND ARMSTRONG, RODNEY M., JR.

Case for Centralized Placement, The

Vol. 19 No. 3 March 1959 p. 35

The author presents reasons upholding the system of centralized placement.

Recommended Procedures in Interviewing and Placement of College Seniors

(See Placement Office - Forms, Procedures, Mechanics — 417)

280. STEELE, JOHN E.

Case for Decentralized Placement, The

Vol. 19 No. 2 Dec. 1958 p. 39

The author says decentralized placement holds advantages over centralized placement and tells why he thinks so.

PLACEMENT — GENERAL

281. ALLEN, ZYLPHA

And in Conclusion

Vol. 19 No. 3 March 1959 p. 79

A retiring placement director stresses the need for service as the base of sound placement operation.

282. BOYNTON, PAUL W.

Recruiting for Industry

Vol. 16 No. 1 Oct. 1955 p. 25

Reprinted from the October 1940 JOURNAL, the article has timely suggestions for placement directors.

33. ———————

Paul Boynton's 75,000 Employment Interviews

Vol. 19 No. 4 May 1959 p. 28

n interview with one of placement's senior tizens contains suggestions to recruiters, udents, and placement directors.

34.BUESCHER, V. A. AND GIESECKE, WALTER

Some Thoughts in a Period of Transition

Vol. 20 No. 4 April 1960 p. 38

ow two different men look at placement om the inside.

ALVERT, ROBERT, JR.

Returning Peace Corps Volunteer, The

(See Placement — Alumni — 274)

ALVERT, ROBERT, JR., BLACK, WILLIS J., OLTON, W. W., AND HOLMES, W. H. E.

Set of Standards for Placement Offices, A

(See Placement Office – Evaluations, Salaries, Budgets, Facilities — 364)

ALVERT, ROBERT, JR. AND ENKE, ROBERT F.

1963 Salaries, Budgets, Physical Facilities

(See Placement Office - Evaluations, Salaries, Budgets, Facilities — 366)

ALVERT, ROBERT, JR. AND ENKE, ROBERT F.

Placement 1967

(See Placement Office — Evaluations, Salaries, Budgets, and Facilities — 367)

35. CANNING, R. J.

If I Were a Placement Director

Vol. 16 No. 3 March 1956 p. 84

ggestions to a new placement director ming into a going placement operation.

36. CHERVENIK, EMILY

Is College Placement Just Recruitment?

Vol. 19 No. 1 Oct. 1958 p. 27

hought-provoking questions about the al functions of a placement office and acement associations.

CHERVENIK, EMILY, KREUL, MARY AND STEELE, JOHN E.

Selected Reference Data on College Recruiting

(See Recruitment - General — 449)

287. CLARKE, J. R.

Brief Profile of a Placement Director

Vol. 18 No. 4 May 1958 p. 29

A few light but cogent remarks about the placement director's job.

288. CORREN, LEONARD

Recruiting Responsibility — Part I

Vol. 23 No. 1 Oct. 1962 p. 19

Recruiting Responsibility — Part II

Vol. 23 No. 2 Dec. 1962 p. 59

The author details the responsibilities of the employer, the placement office, and the student.

289. CORSON, MRS. NANSI E.

Keys to Complete Placement, The

Vol. 26 No. 3 Feb.-March 1966 p. 28

An experienced placement director discusses eight areas, other than recruiting, which must be serviced before a placement office can be truly effective.

CRAWFORD, ROWAN F.

Missed Bet, A? The Public Relations Aspects of Placement

(See Relations — Industry-College — 502)

290. DILS, EUGENE

Placement and the Business/Education Gap

Vol. 25 No. 4 April 1965 p. 119

The placement director must reconcile the often conflicting viewpoints of the institution, the employer, the student, and society.

291. ECKBERG, ARTHUR R.

Placement in the Junior and Community College

Vol. 27 No. 3 Feb.-March 1967 p. 103

Highlights of a special study assessing the type and extent of placement services at 136 junior and community colleges in 26 states.

ELLIOTT, JOHN M.

Business Makes Some Observations on College Recruiting

(See Counseling — 123)

292. FAIRLESS, BENJAMIN F.

Some Words to the Wise

Vol. 14 No. 4 May 1954 p. 17

A commencement address given at Knox College — among other things, gives some sound counseling to young men who have not fulfilled military obligation.

293. GLENNAN, T. KEITH

Interrelation of Industry and Colleges, The

Vol. 10 No. 2 Dec. 1949 p. 11

The author stresses that the placement office is a service office — an intermediary between student and industry, between faculty and industry. He urges better counseling in preparation for a career, better follow-up after placement, and an expansion of services to include alumni.

294. HALE, LESTER L.

Placement's Undeveloped Dimensions

Vol. 25 No. 4 April 1965 p. 45

A university dean urges placement to use its untapped resources by realizing the implications of its role in the academic community.

HARMON, NEAL F.

Arkansas Computer Helps Curb Apathy

(See Computers — Their Use in Placement — 107)

HILL, W. SCOTT

Climate for Placement, The

(See Placement Office - Forms, Procedures, Mechanics — 407)

295. HILLIS, NORMAN D.

Wanted: A Blueprint for a College Placement Office.

Vol. 11 No. 2 Dec. 1950 p. 44

This philosophy of placement includes basic policies in the establishment of a placement office and suggests mechanics of operation.

296. HOPPOCK, ROBERT AND GRUEN, RICHARD

Professional Preparation for College Placement?

Vol. 26 No. 2 Dec. 1965-Jan. 1966 p. 26

An analysis of the pros and cons of formalized training for the job of placement director. In addition, a team of experienced educators suggests a Master of Arts curriculum for placement.

297. HORSLEY, WENDELL R.

Fundamentals of Placemanship, The

Vol. 19 No. 4 May 1959 p. 10

An expression of the need for placement directors to accept more professional responsibility and to improve standards.

IRVIN, R. J.

Corporate Image, The: Fact or Fiction?

(See Relations - Human and Industrial — 491)

JONES, E. N.

We're in This Together

(See Relations — Industry-College — 505)

KAUFFMAN, WARREN E.

Computer in Senior Placement, The

(See Computers — Their Use in Placement — 108)

LAMBERT, DON E.

Common Ground, The

(See Relations — Industry-College — 506)

298. LANSNER, LAWRENCE A.

Placement and the Campus Revolt

Vol. 26 No. 4 April-May 1966 p. 77

While they have been spared attention in recent student demonstrations, college placement offices soon may find themselves in the spotlight, the author warns.

LANSNER, LAWRENCE A.

Standing Room Only or Saturday Interviews

(See Interviews — 222)

299. LOWE, WILLIAM H.

Placement: The End or Beginning?

Vol. 25 No. 4 April 1965 p. 73

The initial placement of the graduate is

ist the start of a continuing responsibility hich, the author says, is shared by both mployer and university.

00. MAHLER, WALTER

Placement's Footrace With Obsolescence

Vol. 26 No. 3 Feb.-March 1966 p. 26

ramatizing the dangers of retaining out-date methods, the author makes 10 redictions which he says will have a pro-und effect on placement in the next ecade.

cENEANEY, THOMAS J.

Both Sides of the Coin

(See Recruitment - Evaluations — 437)

cLEAN, JOHN FRANKLIN

An Examination of the Counseling Function

(See Counseling — 129)

01. MOORE, ROBERT F.

College's Responsibility to Industry

Vol. 9 No. 4 May 1949 p. 47

he author claims that when placement oes the best possible job for the student, fulfills its responsibility to industry at e same time. He offers some specific ggestions for improvement.

02. MORRILL, JAMES L.

Worthy to Be Free

Vol. 9 No. 1 Oct. 1948 p. 5

commencement challenge to prove that men are ennobled by understanding."

03. MUNSCHAUER, JOHN L.

Three Approaches to Placement

Vol. 25 No. 2 Dec. 1964 p. 37

discussion of a concept of placement hich the author believes is the most alistic and the best attuned to today's ciety.

04. PRENTIS, H. W., JR.

Battle for the Minds of Men, The

Vol. 13 No. 2 Dec. 1952 p. 21

n address given before the National In-ustrial Conference Board in which the peaker pleads for every individual actively to work for the strengthening and preservation of principles in the Constitution.

REEVES, DOROTHY

Placement as a Function of Guidance

(See Counseling — 134)

305. RICHMAN, STANLEY M.

New Challenges and Opportunities

Vol. 27 No. 4 April-May 1967 p. 73

The author advocates more personalized services as an answer to student desires for self-identification. In particular, he advises recruiters to look for individual characteristics that would be valuable to their companies.

306. SEYMOUR, GIDEON

Rest of Our Lives, The

Vol. 12 No. 1 Oct. 1951 p. 28

This inspirational address places historical emphasis on the development of current conflict of ideologies based largely on Britain's descent to a second-class power.

SHINGLETON, JOHN D.

Think Big — Think International

(See Placement — Other Countries — 338)

307. SMITH, J. E.

Business Views College Placement

Vol. 11 No. 3 March 1951 p. 5

This brief background of college placement work stresses service to students, faculty, administration, alumni, and business.

308. STASSEN, HAROLD E.

Portentous Half Century Ahead, The

Vol. 11 No. 1 Oct. 1950 p. 5

This well-known government figure delivers a commencement address at Trinity College.

STEPHENS, EVERETT W.

New England — Caution Under the Elms

(See Surveys - Recruiting and Salary — 544)

STEPHENS, EVERETT W.

Placement's Historic Need: Early Guidance

(See Counseling — 136)

309. STOCKARD, RAYMOND

Service: The Key to Sound Placement
Vol. 23 No. 2 Dec. 1962 p. 77

An analysis of the services a successful placement office can provide to the student, faculty, and employer.

STONE, H. E.

Marketing Human Resources or Selling Services
(See Relations — Industry-College — 510)

310. STONE, H. E.

Placement Office Looks Ahead, The
Vol. 8 No. 3 March 1948 p. 66

Writing at a time when there were more positions than men to fill them, the author makes a case for better placement and educational counseling.

311. SWEETEN, E. CRAIG

Basic Problems in Adjusting to Present Day Conditions — The Placement Officer's Responsibilities
Vol. 10 No. 2 Dec. 1949 p. 41

The author suggests development of new "markets" for graduates; expresses a need for better counseling and assistance to students and for re-evaluation of placement services and philosophies.

TEW, RAYMOND E.

View From the Top, The
(See Placement Office - Relation to College — 431)

THOMAS, WILLIAM G.

Placement's Role in the University
(See Placement Office — Relation to College — 433)

THOMAS, WILLIAM G.

Why Placement, Mr. President?
(See Placement Office — Relation to College — 432)

312. VAN LEER, BLAKE R.

College President Views Placement Service, A
Vol. 11 No. 3 March 1951 p. 36

An administrator speaks out for placement and discusses briefly the four phases needed — part-time, Summer or cooperative, placement at graduation, and alumni placement.

313. WEESELL, N. Y.

Are Placement Officers Necessary?
Vol. 15 No. 3 March 1955 p. 7

The placement director has an important role in helping students maintain proper balance between aims of general education and those of vocational competence.

Why Recruiters Fail to Return to Some Campuses
(See Recruitment - General — 465)

WYATT, GERALDINE

Employer/Faculty
(See Relations — Industry-College — 513)

Your Placement Story: In 25 Minutes
(See College Placement Council — 104)

PLACEMENT — MILITARY CONSIDERATIONS

314. ———

Impact of the Korean War on Placement Activities, The
Vol. 11 No. 1 Oct. 1950 p. 53

A poll of placement directors reveals the effect of the Korean conflict on placement activities at different colleges.

MARTIN, P. G.

Hints for More Effective Campus Recruiting
(See Recruitment - General — 458)

315. MEYERHOFF, HOWARD A.

Military Service Options for College Men
Vol. 17 No. 4 May 1957 p. 18

Describes aspects of the six-month military training program with reserve duty following.

316. QUARTLY, CHRISTOPHER J.

New Challenge, A: Placing Retired Military Personnel

Vol. 23 No. 3 Feb. 1963 p. 69

The author notes the problems facing retired military personnel as they seek a "second career," and the challenge they present to placement directors.

317. STEELE, JOHN E.

Returning Veterans

Vol. 15 No. 1 Oct. 1954 p. 43

A placement director cautions industry not to expect many returning veterans to work through their alma mater's placement office. He claims that most who do, are from the same geographical location as the school.

PLACEMENT — ORGANIZATIONS AND PUBLICATIONS

318. ———

Annual Goes to Press, The

Vol. 18 No. 1 Oct. 1957 p. 16

The story of how the COLLEGE PLACEMENT ANNUAL was created.

BEAUMONT, ANDRE G.

CPS — A First Report

(See Minority Groups — 257)

319. BEAUMONT, ANDRE G.

Fruitful Year for CPS, A

Vol. 27 No. 1 Oct.-Nov. 1966 p. 50

The story of the strides made by CPS in the past year and the beneficial side-effects from its visitations to underprivileged Negro colleges.

320. CALVERT, ROBERT, JR.

Placement Organizations — Past, Present, and Future

Vol. 12 No. 3 March 1952 p. 64

A brief history of college placement organizations.

321. D.LS, EUGENE W.

New Look for the Journal, A

Vol. 16 No. 4 May 1956 p. 107

An introduction to the new editor of the JOURNAL, Robert F. Herrick, and a look at the magazine's new home.

322. ———

Facts from the New 1959 Annual

Vol. 19 No. 1 Oct. 1958 p. 23

A report on the 1959 COLLEGE PLACEMENT ANNUAL.

323. ———

Have You an Article?

Vol. 18 No. 1 Oct. 1957 p. 45

A look at the criteria the JOURNAL sets up for articles it publishes.

324. ———

I.A.E.V.I. — Continental Source of Vocational Information

Vol. 20 No. 1 Oct. 1959 p. 21

Information about the European counterpart of the JOURNAL OF COLLEGE PLACEMENT.

325. ———

Map of the Regional Associations, A

Vol. 21 No. 1 Oct. 1960 p. 62

———

Pair of Firsts for CPC and CPS, A

(See College Placement Council — 97)

326. ———

Progress on the College Placement Manual

Vol. 19 No. 4 May 1959 p. 21

A report on the progress of a proposed CPC publication designed to serve as an authoritative guide to placement practice.

327. SHEA, JOHN

What's Your Line?

Vol. 18 No. 2 Dec. 1957 p. 54

A look at the information offered in the COLLEGE PLACEMENT ANNUAL.

328. SHERWOOD, PAUL M.

Ten-Year Annotated Journal Index, A

Vol. 20 No. 1 Oct. 1959 p. 87

A bibliography listing articles from 1948 to 1958 by author, career, and subject.

329. STEELE, JOHN E.

Advisory Placement Council, An

Vol. 16 No. 1 Oct. 1955 p. 41

The author discusses the advantages of creating a national coordinating body for placement.

PLACEMENT — OTHER COUNTRIES

330. ANDOFF, J. E.

Placement in the United Kingdom

Vol. 18 No. 2 Dec. 1957 p. 43

Describes placement techniques and procedures practiced in English universities.

331. BEVERSTOCK, R. C.

College Placement in Britain and Russia

Vol. 20 No. 3 Feb. 1960 p. 39

A comparison of placement in the United States with that in Great Britain and Russia.

332. BRADFORD, J. K.

Placement Association in Canada

Vol. 15 No. 2 Dec. 1954 p. 35

An introduction to the Canadian regional placement association.

333. DILS, EUGENE W.

Placement in Europe

Vol. 27 No. 2 Dec. 1966-Jan. 1967 p. 81

On a Sabbatical tour of the continent, the author found placement officials there face problems similar to those in the United States — but with a different slant.

334. ESCRITT, C. E.

Pre-Selection in British University Appointments Boards

Vol. 11 No. 3 March 1951 p. 15

A description of the extensive pre-selection characteristic of the British placement operation; points out the danger of the placement director becoming a representative of a number of companies, rather than of the university and the student.

335. HOLLOWAY, B. J.

Dear Friends, What Else Can I Call You?

Vol. 22 No. 3 Feb. 1962 p. 33

The Appointments Board secretary of an English university uses a lighthearted approach to air his problems in a letter to recruiters.

336. McKINNEY, ISABEL

View from Here, The

Vol. 20 No. 2 Dec. 1959 p. 29

The author (from the University of Sydney in Australia) compares placement techniques in the U. S., Canada, and Britain with those in her country.

337. MITCHELL, FANNIE Y.

To England — My Cup of Tea

Vol. 24 No. 4 April 1964 p. 40

An account of this placement director's visit to England for a conference of Appointments Boards Secretaries — a trip filled with both light and serious moments.

338. SHINGLETON, JOHN D.

Think Big — Think International

Vol. 27 No. 2 Dec. 1966-Jan. 1967 p. 30

The author maintains that now is the time to invest in international placement and explains how and why.

PLACEMENT — TEACHER

339. HUBBARD, FRANK W.

Outlook for Teacher Placement in Elementary and Secondary Schools, The

Vol. 11 No. 2 Dec. 1950 p. 14

The author attempts to distinguish between potential and actual demand, between qualitative and quantitative shortages in the field of teaching.

340. LINDEN, ARTHUR U.

Placement Office, A — Why and How

Vol. 12 No. 3 March 1952 p. 54

peaking specifically about teacher place-ent, the author discusses the why and e how of operating such an office.

341. REDEFER, FREDERICK L.

Professional Career Planning for Teacher Placement

Vol. 11 No. 4 May 1951 p. 24

mphasizing the fact that career counseling ould be the major function of placement, e author stresses the necessity for career lanning to begin early in the college year.

342. VERNON, FRANCES E.

Post-War Trends in Teacher Placement — A Symposium

Vol. 8 No. 4 May 1948 p. 16

discussion about the great increase in eed for teachers and administrators at all evels and in all types of educational in-titutions. Statistics on salaries are in-luded.

PLACEMENT — WOMEN

343. BAKER, JOANN NAUMANN

Job Hunting in a Big City

Vol. 24 No. 2 Dec. 1963 p. 35

suggested way to evaluate oneself and he metropolitan area when considering mployment in an unknown city.

ISHOP, JOAN FISS

Profile, A: The Woman in Liberal Arts

(See Liberal Arts — 225)

344. BISHOP, JOAN FISS, ZAPOLEON, MARGUERITE W., SMITH, HETTIE M., THANISCH, CAROLYN AND LEE, CAROL

College Women — An Increasing Force in the Labor Market

Vol. 19 No. 2 Dec. 1958 p. 22

symposium discusses the opportunities, imitations, attitudes, statistics, attitudes f co-workers toward the working woman.

ELLIOTT, ROBIN

What's Wrong with This Picture?

(See Careers - Military — 646)

345. FAMULARO, JOSEPH J.

Woman Power

Vol. 27 No. 4 April-May 1967 p. 32

The author assesses this relatively-untapped source of executive talent. He tells about women who have successfully filled many varied positions once thought "strictly male" and explains why many others will follow in their footsteps.

346. ———

Fashion Show for Seniors

Vol. 24 No. 2 Dec. 1963 p. 73

Report on a fashion show given at Carnegie Tech to demonstrate how coeds can use their campus wardrobe on the job.

FUSCO, ROSINA

College-Trained Secretary, The

(See Careers - Not Elsewhere Classified — 658)

347. GOULD, MILDRED NISBET

Vocational Counseling

Vol. 21 No. 1 Oct. 1960 p. 21

Some suggestions to the liberal arts woman graduate about job opportunities, qualifications, obstacles.

HANAU, DOUGLAS O.

Another 'First' for Women

(See Interviews — 220)

348. HOBART, CHRISTINE

Administrative Opportunities for Women

Vol. 20 No. 3 Feb. 1960 p. 24

The Harvard-Radcliffe Program in Business Administration conducts a survey of its women graduates and reveals new occupational opportunities and information for women.

349. JAMIE, WALLACE

Women — Our Other Great Resource

Vol. 18 No. 2 Dec. 1957 p. 14

A detailed description of women in industry — influences affecting their employment, special characteristics of working women,

suggestions as to how they can be more effective in our working force.

Jobs in Home Economics
(See Careers - Not Elsewhere Classified — 663)

350. KRIEBEL, MARY E.

Changing Work Pattern of College Women, The
Vol. 24 No. 4 April 1964 p. 28

Current trends in the employment of women college graduates are reflected in this survey of Cedar Crest College's alumnae in the 40-year period since 1920.

LOVELL, GORDON P.

Women and the Growing World of Data Processing
(See Careers - Data Processing — 600)

McCONNELL, MARGARET D.

Placement Be-Attitudes
(See Counseling — 128)

MILNER, MARY L.

Modern Hospital Sketches
(See Careers - Medicine — 638)

RUSSELL, KATHLEEN M.

Careers in Travel
(See Careers - Not Elsewhere Classified — 675)

351. ———

Set A Higher Career Goal
Vol. 23 No. 3 Feb. 1963 p. 65

At a University of Delaware conference, women students are urged to aim for more than mating, marriage, and menu-planning.

STOLL, FRANCES A.

Dental Hygienist, The — A Career for Women
(See Careers - Medicine — 641)

352. TRIELOFF, SALLY ANN

Woman in a Man's World, A
Vol. 21 No. 1 Oct. 1960 p. 41

A light-hearted dissertation by a young lady majoring in engineering.

WEISS, VIRGINIA

Careers in Travel for Women
(See Careers - Not Elsewhere Classified — 684)

353. WHITEHEAD, T. NORTH

Management Training for Women
Vol. 15 No. 2 Dec. 1954 p. 15

A description of the Management Training Program for women at Radcliffe College.

Women in Service Organizations
(See Careers - Youth Service — 718)

PLACEMENT OFFICE — EVALUATIONS, SALARIES, BUDGETS, AND FACILITIES

354. BABBUSH, H. EDWARD

Space Is Where You Find It
Vol. 27 No. 2 Dec. 1966-Jan. 1967 p. 52

How one college — with the help of a house trailer — has alleviated the problem of finding extra space during the height of the interviewing season.

355. BASH, JAMES H.

Organization and Administration
Vol. 21 No. 4 April 1961 p. 34

An SCPOA report on 22 Southern placement offices, includes recommendations.

356. BIGGER, FRANK AND WALLACE, ROBERT B., JR.

Placement With a Personal Touch
Vol. 24 No. 1 Oct. 1963 p. 24

The story of the unique placement system at Georgia Tech and the four men who have directed it since its inception in 1932.

357. ———

Blueprint for the Future
Vol. 21 No. 1 Oct. 1960 p. 92

A look at the new placement facilities at Texas A & M University.

358. BOYCE, R. DUDLEY AND WALLACE, VERNON A.

Today's Placement Officer

Vol. 23 No. 4 April 1963 p. 23

A look at the professional placement director as an integral part of his institution's over-all educational program.

359. ————————

Brain Storm at Tahoe

Vol. 25 No. 1 Oct. 1964 p. 44

The report on the CPC committee that laid the groundwork for a set of placement guides to serve as a basis for self-evaluation and improvement.

360. ————————

Brand New — Top To Bottom

Vol. 23 No. 4 April 1963 p. 65

A pictorial report on the new quarters of the Coordinating Placement Office at the University of Illinois.

361. BRYANT, ROYE R.

Recruiters Evaluate Placement Offices

Vol. 16 No. 3 March 1956 p. 39

An MCPA survey of 1,800 employers evaluates the physical facilities, student records, screening of candidates, and placement staff at 33 colleges.

362. CALVERT, ROBERT, JR.

Placement Staffs and Budgets

Vol. 16 No. 3 March 1956 p. 25

A comparatively study of placement at different types and sizes of institutions.

363. CALVERT, ROBERT, JR.

Salary and Physical Space Survey for 1958-59

Vol. 19 No. 1 Oct. 1958 p. 20

With CPC cooperation, the author did a salary, space, and work load survey. He reports by size, type of school, geographical location, and time spent on placement.

364. CALVERT, ROBERT, JR., BLACK, WILLIS J., BOLTON, W. W. AND HOLMES, W. H. E.

Set of Standards for Placement Offices, A

Vol. 23 No. 1 Oct. 1962 p. 20

The report of a WCPA committee which can be used as a self-rating device by placement directors.

365. CALVERT, ROBERT, JR. AND LA BOSKEY, DONALD P.

Evaluating the Placement Office — A Comparative Approach

Vol. 20 No. 3 Feb. 1960 p. 37

Ten West Coast placement directors conduct a survey of recruiters as an evaluation of themselves and their placement operation.

366. CALVERT, ROBERT, JR. AND MENKE, ROBERT F.

1963 Salaries, Budgets, Physical Facilities

Vol. 23 No. 4 April 1963 p. 26

The findings of a survey conducted at 500 colleges concerning facilities and operations.

367. CALVERT, ROBERT, JR. AND MENKE, ROBERT F.

Placement 1967

Vol. 27 No. 4 April-May 1967 p. 29

This latest in a series of surveys on placement offices presents valuable statistics on salaries, budgets, space, work load, staff, and a number of areas not previously studied.

368. DANGELMAYER, WYNTON R. AND HARRIS, J. EDWARD

What Do Companies Really Want From the Colleges?

Vol. 22 No. 2 Dec. 1961 p. 135

An ECPO survey among recruiters to learn what values they place on various activities of placement directors.

369. ————————

Dartmouth Story, The

Vol. 17 No. 4 May 1957 p. 14

A brief history of the Dartmouth placement office and a detailed description of its present facilities, activities, and procedures.

370. FARBER, ROBERT H.

Establishing a Placement Service

Vol. 11 No. 4 May 1951 p. 61

A description of the steps taken in the es-

tablishment of the placement office at DePauw University. Offers statistics on types of placement offices and location of placement responsibilities in other schools.

371. ———

Faults of College Placement Services

Vol. 14 No. 2 Dec. 1953 p. 21

A survey of individual recruiters by the editor of the JOURNAL specifically mentions: (1) faults in scheduling; (2) alumni placement; (3) records — company literature preparation for visit; (4) relation with other parts of school; (5) relation with students; (6) relation to recruiter off duty.

372. ———

Georgia Business Representatives Comment on Training and Job Opportunities

Vol. 10 No. 4 May 1950 p. 38

A survey on college placement among Georgia industries stresses negative aspects and the problems to be corrected.

373. HAKLISCH, ROBERT

Report Card for the Placement Offices

Vol. 19 No. 2 Dec. 1958 p. 29

A survey of 200 recent graduates employed by RCA determines what they thought of the placement offices and placement activities at their schools.

374. HANNAH, JACK C.

Purdue Story, The

Vol. 20 No. 1 Oct. 1959 p. 26

The story of how Purdue's placement office grew and gained nationwide acclaim as one of the top placement services in the country, based on its policy of "service."

375. HAYES, MARY ANNE

Miss Lou of Houston

Vol. 20 No. 4 April 1960 p. 31

The story of Lou Russell and how she set up the University of Houston's Placement Center and nursed it into one of the nation's largest and most efficient.

HILLIS, NORMAN D.

Wanted: A Blueprint for a College Placement Office

(See Placement - General — 295)

HOLCOMB, JAMES R.

Indispensable: An Up-to-Date Library

(See Recruitment - Literature — 480)

376. ———

Hoops and Crinoline for Ohio State

Vol. 23 No. 1 Oct. 1962 p. 29

A word-and-picture report of the new placement quarters at this Midwest university's college of engineering.

377. HOUGHTON, RUTH

Smith Story, The

Vol. 21 No. 2 Dec. 1960 p. 35

The story of placement at Smith College.

378. JEAN, LORENA DRUMMOND

New "Look" at Southern Illinois, A

Vol. 24 No. 2 Dec. 1963 p. 127

A pictorial account of the new, modern placement facilities at Southern Illinois University.

379. ———

At Lake Forest Students Run Their Own Office

Vol. 18 No. 4 May 1958 p. 23

A small liberal arts college operates a placement service staffed entirely with students. A look at its two main promotions: Contact Day (interviews) and Careers Day (vocations explored).

380. LINK, ROBERT E.

Manpower, Vocational Goals and Interests

Vol. 11 No. 4 May 1951 p. 30

A report of student reactions to various services of a placement office. Among subjects covered — career day conferences and desirable subjects for them; first position with respect to college major; Summer employment and preparation for it.

MACKEY, MRS. HILDA F.

Small College With Big Ideas, A

(See Placement office — Relation to College — 429)

MAHLER, WALTER

Placement's Footrace With Obsolescence

(See Placement — General — 300)

381. MARKS, J. A.

Dream Becomes a Reality, A

Vol. 25 No. 4 April 1965 p. 28

The author documents, with words and photos, the move of his placement office into new quarters at the University of Wisconsin, in an article designed to help others contemplating a similar relocation.

382. MATZINER, MARY

Rhode Island: New Lamps for Old

Vol. 22 No. 2 Dec. 1961 p. 36

A word-and-picture story of the new placement facilities at the University of Rhode Island.

383. McCABE, ROBERT D.

Placement Office Survey

Vol. 10 No. 4 May 1950 p. 31

The report of a survey of 57 schools having placement officers — size of schools, responsibilities of placement director, budgets.

384. McCABE, ROBERT D.

Placement Office Survey — 1952

Vol. 13 No. 4 May 1953 p. 37

A survey of 52 college placement offices with information on salaries, staff, budgets, rank of professional staff. Broken down by men's, women's, coed; size of schools; rural, urban, suburban locations.

385. ————————

Michigan State Story, The

Vol. 18 No. 3 March 1958 p. 16

A brief history of the Michigan State placement office and a detailed description of its new facilities and current procedures.

386. NANCE, WILLIS H.

Report Card for Placement, A

Vol. 25 No. 3 Feb. 1965 p. 56

A unique study, conducted by the WCPA Research Committee among employers, provides colleges with observations regarding recruitment visit programs.

387. PALMER, ROBERT M.

What They Really Think

Vol. 24 No. 3 Feb. 1964 p. 33

The views of students and faculty members regarding placement directors and recruiters — as revealed during on-campus interviews.

388. ————————

Placement Guides

Vol. 26 No. 1 Oct.-Nov. 1965 p. 131

Based on the reflections of regional representatives at a Lake Tahoe Workshop, the CPC presents a checklist for use by visitation teams and by placement offices for self-evaluation.

389. PRITCHARD, G. CURTIS

World's Largest Boarding School Celebrates a Century of Public Service

Vol. 8 No. 4 May 1948 p. 26

A brief account of Girard College, with specific attention given to placement and follow-up of alumni.

390. RENZI, RALPH

Williams Story, The

Vol. 20 No. 2 Dec. 1959 p. 14

The story of an outstanding placement program at a small college and how it is carried out with the personal touch.

391. SCHRODT, JOHN F., JR.

Indiana Story, The

Vol. 21 No. 1 Oct. 1960 p. 24

The story of how Indiana University built an efficient placement system, using the best qualities of both centralized and decentralized placement.

392. SHAW, JANE

Carnegie Tech Story, The

Vol. 21 No. 3 Feb. 1961 p. 30

A look at the personalized placement at Carnegie Tech and the people who offer it.

393. SLANTZ, FRED W. AND NYQUIST, EWALD B.

Advisability of Establishing an Evaluating Body for College Placement Services, The

Vol. 14 No. 3 March 1954 p. 9

A placement director presents the case for an organized means of evaluating a placement service by an outside body. The Assistant Commissioner for Higher Education of the University of State of New York presents the rebuttal — he suggests better self-evaluation by placement offices and cooperation with already established accrediting agencies.

394. ———————

Small Placement Office Makes a Big Move, A

Vol. 24 No. 3 Feb. 1964 p. 30

A pictorial visit to the brand-new quarters of the placement office on the University of California's Riverside campus.

395. STEELE, JOHN E.

What Is Placement Worth?

Vol. 17 No. 2 Dec. 1956 p. 37

Six graduates report on their savings through use of the placement bureau over what it would have cost them to arrange interviews and visit employers at their own expense.

396. THOMSON, MARGARET L.

Mount Holyoke Story, The

Vol. 22 No. 1 Oct. 1961 p. 26

Another in the JOURNAL's series to honor notable placement programs.

397. VOKAC, ROBERT

Directors Suggest Their Own Qualifications

Vol. 19 No. 3 March 1959 p. 71

A survey of college placement directors shows the kind of training they had and the kind of training they would recommend.

398. WHITEFIELD, CLARENCE E.

Duke Story, The

Vol. 21 No. 4 April 1961 p. 37

How Duke University built its placement service into one of the country's finest even when it was cramped for space.

PLACEMENT OFFICE—FORMS, PROCEDURES, MECHANICS

BARNES, HELEN M.

Vocational Chairmen

(See Career Planning and Choice — 63)

399. BEARDSLEY, FRANKLIN H.

All-American Placement Officer, The

Vol. 15 No. 4 May 1955 p. 37

Thirteen commandments for policy and procedures in the placement office.

BOND, CHARLES L.

Computer, The: Time-Saver for Busy Directors

(See Computers - Their Use in Placement — 105)

400. BRADFORD, J. K.

Screening Seniors Can Be Painless

Vol. 11 No. 3 March 1951 p. 19

A description of the working procedures of placement at a large Canadian university.

401. BRADFORD, J. K.

CERP — The Toronto Experiment

Vol. 18 No. 4 May 1958 p. 26

An account of a three-day concentrated interviewing period when all classes are dismissed and all campus recruiting is accomplished.

CHERVENIK, EMILY

Notes on the Conference Group on Occupational Information and Placement

(See Counseling — 122)

CORSON, MRS. NANSI E.

Keys to Complete Placement, The

(See Placement — General — 289)

402. DAVENEL, GEORGE

Retooling for the Space Age

Vol. 20 No. 2 Dec. 1959 p. 21

Queens College asks its alumni to help develop more accurate job information to bring it up to date.

DUFFIN, B. KEITH AND WILSON, M. LYMAN

New Programs — How Do You Sell Them?

(See Career Planning and Choice — 56)

403. ECKBERG, ARTHUR R.

Pros and Cons of Registration Fees, The

Vol. 23 No. 4 April 1963 p. 49

A report on the trends of fee-charging by placement offices and the opinions of directors.

404. EVANS, W. J.

Pre-Selection of Seniors for Interviews
Vol. 10 No. 3 March 1950 p. 38

The author analyzes the advantages and dangers of pre-selection of students for interviews.

Exercise in Fundamentals, An
(See Workshops — 578)

405. GORDON, JAMES R.

At Bowling Green . . . The Focus Is on Data for Recruiters
Vol. 23 No. 2 Dec. 1962 p. 24

A look at the brochure distributed by Bowling Green to entice more recruiters to their campus.

406. GRAEBNER, OLIVER E.

Placement Practices
Vol. 10 No. 3 March 1950 p. 58

The report of a survey of employers and colleges to determine the best method of presenting information about graduates.

HARNESS, ROBERT R.

Mechanics of Occupational File Arrangements
(See Recruitment - Literature — 479)

407. HILL, W. SCOTT

Climate for Placement, The
Vol. 18 No. 2 Dec. 1957 p. 73

A need is expressed for the placement director to have a well-established job description and a clear understanding with the university administration. Author includes suggestions for assessing the role of the placement director.

HOLCOMB, JAMES R.

Indispensable: An Up-to-Date Library
(See Recruitment - Literature — 480)

408. ———

ISCO — Answer to a Problem of Titles and Codes
Vol. 19 No. 3 March 1959 p. 93

International Standard Classification of Occupations, published by the International Labour Office, is a standard system of identification and classification which encompasses the work actually performed.

LANSNER, LAWRENCE A.

Art of Private Relations, The
(See Faculty - Contacts and Employment — 189)

409. LANSNER, LAWRENCE A.

Pin-Pointed Profile Promotion
Vol. 18 No. 2 Dec. 1957 p. 121

The description of a selective job promotion campaign for the purpose of getting additional job listings for students who were not hired through on-campus interviews.

LANSNER, LAWRENCE A.

Placement and the Campus Revolt
(See Placement — General — 298)

410. MacMURRAY, ROBERT R.

Preventing Job Shopping
Vol. 14 No. 1 Oct. 1953 p. 11

This placement director describes his method of insuring that his seniors are well prepared for on-campus interviews.

411. MENKE, ROBERT F.

Institutional Growth and Its Effect on Placement Services
Vol. 14 No. 4 May 1954 p. 77

The story of how Arizona State College met the challenge of expanding its placement service to accommodate the greater numbers and wider variety of graduates in the post-World War II period. Includes some detail on mechanics of office procedure and practice.

412. MORRISSEY, ROBERT J. AND MUNSCHAUER, JOHN L.

Notes for a Placement Workbook
Vol. 20 No. 1 Oct. 1959 p. 47

A suggestion to both colleges and recruiters to compile specific descriptions of areas of work so students may better judge what they want to do.

413. ———

New CPC Forms: A Step Toward Greater Efficiency
Vol. 25 No. 2 Dec. 1964 p. 55

Illustrations of the four standardized forms

devised by a joint CPC-MCPA committee, as well as information on how to obtain reproduction proofs for inexpensive printing of the forms.

414. ———————

Notes for a Placement Workbook

Vol. 19 No. 1 Oct. 1958 p. 97

An examination of the MCPA Committee's recommended campus recruiting information form to be used in obtaining information from companies prior to their campus visit — includes samples of three recommended versions.

415. PAQUETTE, J. W.

Student Credentials: What Elements Are Really Essential?

Vol. 26 No. 4 April-May 1966 p. 34

The Midwest College Placement Association queried college and employer members to learn the current need and use of student credentials in business and industry placement. This report reveals the views and practices of placement offices and employers alike, and draws some interesting conclusions.

PERRY, LOUIS B.

Combining Vocational Counseling and Placement in the Small Liberal Arts College

(See Counseling — 132)

416. RAWLS, REUBEN R.

Pre-Screening: An Answer to a Dilemma

Vol. 24 No. 3 Feb. 1964 p. 67

An account of how Lehigh University has instituted a pre-screening process which is helpful in reducing the number of man-days of interviewing.

417. ———————

Recommended Procedures in Interviewing and Placement of College Seniors

Vol. 10 No. 2 Dec. 1949 p. 26

An outline of the responsibilities of industry, the student, and the college in the placement operation as well as some recommendations for a strong placement program.

418. RUSSELL, LOU

Indirect Approach to Job Recruitment, The

Vol. 11 No. 4 May 1951 p. 5

An outline of ways to expand job sources by using administrators, officers, faculties, and alumni and their many employer contacts as sources of job opportunities.

419. SHIKAMI, JAMES Y.

Small Liberal Arts College Tries to Meet Its Placement Problem, A

Vol. 14 No. 3 March 1954 p. 73

A plan that suggests combining with nearby institutions as a means of attracting more employers to the various campuses.

420. SMITH, LAURA WOOLEY

Bulletin Boards: Doors to Vocational Interests

Vol. 26 No. 4 April-May 1966 p. 123

The author describes how a little ingenuity and planning can transform bulletin boards into lively displays that will interest students.

421. STEELE, JOHN E.

Emphasizing the Business Placement Function

Vol. 8 No. 3 March 1948 p. 58

A description of Indiana University's Bureau of Personnel Relations and Placement — procedures, forms used. Required course in "Personal Adjustment to Business."

422. STEELE, JOHN E.

Uniform Data Sheets

Vol. 14 No. 4 May 1954 p. 7

The call for a uniform company information sheet and for a uniform student data sheet to be used in place of company application blanks.

423. TEAL, EVERETT A.

Four Steps to Service

Vol. 16 No. 4 May 1956 p. 73

In his plan to improve placement services, the author suggests a Standard Interviewing Blank and information sheet, a method of displaying company literature; describes booklet devised to show company requests by curriculum.

Uniform Placement Statistics?
(See Surveys – Recruiting and Salary — 546)

VARD, GRAHAM

Advisory Group, The: A Gold Mine for Ideas
(See Relations — Industry-College — 511)

424. WATT, FLORENCE B.

Expediting Job Recruitment
Vol. 9 No. 4 May 1949 p. 13

A description of procedures to obtain job listings for an abundance of students.

WILLIAMS, PHOEBE A. AND KIRK, BARBARA A.

Vocational Testing — How Valid?
(See Career Planning and Choice — 86)

425. WYATT, FREDERIC A.

Placement Communications on Campus
Vol. 11 No. 3 March 1951 p. 25

An examination of a number of techniques used to explain placement services to students — suggested credit course for students, specific suggestions for communication procedures with students, faculty, and employers.

PLACEMENT OFFICE — RELATION TO COLLEGE

426. ABBOTT, H. PAUL

Educating the Whole Man
Vol. 12 No. 4 May 1952 p. 13

A plea for placement directors to bring all the faculty and administrative sources into the placement act.

427. BURNS, KENNETH D.

Demise of College Placement, The
Vol. 27 No. 3 Feb.-March 1967 p. 97

A satire portraying the scene when a placement director attempts to define and defend his role to his college president.

CRAWFORD, ROWAN F.

Missed Bet, A? The Public Relations Aspects of Placement
(See Relations — Industry-College — 502)

DILS, EUGENE

Placement and the Business/Education Gap
(See Placement - General — 290)

428. DISTLER, THEODORE A.

College President Speaks for Placement, A
Vol. 12 No. 3 March 1952 p. 13

A discussion of the role of placement in the total college picture and the necessity for college administrators and the entire college community to lend their whole-hearted cooperation.

HALE, LESTER L.

Placement's Undeveloped Dimensions
(See Placement - General — 294)

HILL, W. SCOTT

Climate for Placement, The
(See Placement Office - Forms, Procedures, Mechanics — 407)

429. MACKEY, MRS. HILDA F.

Small College With Big Ideas, A
Vol. 26 No. 1 Oct.-Nov. 1965 p. 44

An account of how Pennsylvania Military College is reshaping itself to meet the demands of a changing world, and a description of the placement director's involvement.

430. PERKINS, JOHN A.

College President Speaks Out, A
Vol. 25 No. 2 Dec. 1964 p. 42

The president of the University of Delaware discusses the position of placement in the educational framework.

431. TEW, RAYMOND E.

View From the Top, The
Vol. 25 No. 4 April 1965 p. 81

A group of university presidents, interviewed in a SCPA survey, takes a careful look at placement from a perspective that proves both interesting and revealing.

432. THOMAS, WILLIAM G.

Why Placement, Mr. President?

Vol. 26 No. 3 Feb.-March 1966 p. 31

The chief administrators of leading universities tell why their institutions support placement as a vital function in their overall educational programs.

433. THOMAS, WILLIAM G.

Placement's Role in the University

Vol. 26 No. 4 April-May 1966 p. 87

Based on a nationwide survey, a composite picture is given of the purposes of college placement and the functions practiced to fulfill them.

RECRUITMENT — EVALUATIONS

434. ATHOS, ANTHONY G.

Who Should Recruit? (Part I)

Vol. 26 No. 2 Dec. 1965-Jan. 1966 p. 30

How Important Is the Recruiter? (Part II)

Vol. 26 No. 3 Feb.-March 1966 p. 83

The author exposes some poor approaches, faulty reasoning, and blind alleys in the selection of employer representatives for on-campus recruiting. After showing how recruiters differ in their descriptions of the same company, the author establishes that recruiters are a greater variable than the employers they represent.

435. FLINN, ROBERT D.

Sometimes Unusual Answers Can Result When Probing the Obvious

Vol. 20 No. 4 April 1960 p. 41

Abbott Laboratories queried placement offices on their interviewing procedures and desires. Abbott used the information to investigate and revamp its recruiting system.

436. KIRKWOOD, JOHN P.

All-American Recruiter, The

Vol. 15 No. 2 Dec. 1954 p. 21

A placement director suggests thirteen commandments for college recruiters.

LETCHER, ARTHUR J.

Confidential Rating Helps Recruiters Improve Their Interview Techniques

(See Interviews — 223)

MAHLER, WALTER

Placement's Footrace With Obsolescence

(See Placement — General — 300)

437. McENEANEY, THOMAS J.

Both Sides of the Coin

Vol. 23 No. 3 Feb. 1963 p. 131

A dual survey provides the views of placement directors about recruiters and the views of students about their placement bureau.

438. NANCE, WILLIS H.

Report Card for Recruitment, A

Vol. 26 No. 4 April-May 1966 p. 26

A WCPA committee reports on the evaluations made by placement offices of the policies and practices of employers who recruit on their campuses.

439. RUSSELL, LOU

Students Evaluate Recruiters

Vol. 16 No. 1 Oct. 1955 p. 38

A study of the personal reactions of students to campus interviewers stressing the qualities rated highest and those criticized.

440. SHACKEL, LEITH

Faults of College Recruiters, The

Vol. 14 No. 1 Oct. 1953 p. 35

A survey of 53 placement officers reports specific complaints and includes comments about college recruiters.

441. SKAMSER, HAROLD P.

Ivory Hunting

Vol. 17 No. 1 Oct. 1956 p. 81

These suggestions to recruiters list things considered most important by college graduates.

442. SOLTYS, MICHAEL P.

Most and Least Effective Recruiter, The

Vol. 27 No. 3 Feb.-March 1967 p. 111

Students at Lehigh University describe

haracteristics and methods which they eel best exemplify the most effective and east effective campus interviewer.

443. SUTTON, KENNETH E. AND CARLETON, FREDERICK O.

Students Rate the College Recruiters
Vol. 23 No. 1 Oct. 1962 p. 27

A study reveals those traits and techniques which students feel are most important in recruiters.

444. SUTTON, KENNETH E. AND CARLETON, FREDERICK O.

College Recruiter, The: A Critique
Vol. 24 No. 4 April 1964 p. 23

The results of a two-year study based on the views of the college student, placement director, and recruitment manager toward the recruiter.

445. WILSON, W. ROBERT AND McLAUGHLIN, J. N.

Personality for Your Program
Vol. 19 No. 2 Dec. 1958 p. 43

A survey of placement officers determines Pittsburgh Plate Glass Company's effectiveness in college recruiting.

RECRUITMENT — GENERAL

ADAMS, ROBERT T.

For Sales: 1.5 Million Professional Jobs in the Next Decade
(See Careers — Sales — 706)

446. AICHELE, S. S.

What Would You Do?
Vol. 21 No. 3 Feb. 1961 p. 33

Three MAPOA case studies, involving problems that cropped up during recruitment, are presented for the reader to ponder.

447. BARMEIER, R. E.

Needed: An Up-To-Date Yardstick for Opportunity
Vol. 21 No. 1 Oct. 1960 p. 32

Opportunity means different things to different people — recruiters should be more specific about the kinds of opportunities offered.

448. BOND, CHARLES L.

End of an Era, The?
Vol. 22 No. 1 Oct. 1961 p. 67

The author notes that the diminishing supply of veterans and fluctuation in draft calls suggests that recruitment may well be reappraised.

BRADSHAW, LILYAN B.

What Attracts Students to Interview
(See Interviews — 217)

449. CHERVENIK, EMILY, KREUL, MARY AND STEELE, JOHN E.

Selected Reference Data on College Recruiting
Vol. 14 No. 1 Oct. 1953 p. 45

A bibliography of references for the college placement staff, employers, graduates.

CORREN, LEONARD

Recruiting Responsibility — Part I & Part II
(See Placement - General — 288)

450. DILS, EUGENE W.

Recruiter as Counselor, The
Vol. 16 No. 3 March 1956 p. 32

This placement director recommends a student-centered approach to recruiters as best for the student and the company.

451. EMMERLING, WALTER

Recruiting of College Graduates for Business Positions
Vol. 8 No. 3 March 1948 p. 5

A general discussion of recruitment — planning, scheduling, interviewing, evaluating applicants.

452. ———

Gulf Builds a Recruiting Team
Vol. 18 No. 2 Dec. 1957 p. 18

A detailed description of Gulf Oil Corporation's process of selecting and training a recruiting team.

453. HILGERT, RAYMOND L. in cooperation with EASON, LEO A.

Campus Recruiters: Their Preferences and Practices

Vol. 27 No. 2 Dec. 1966-Jan. 1967 p. 85

A survey of employer representatives shows that college degree preferences are not necessarily what might be assumed from data pertaining to salary offers. The study also provides information on the methods most commonly used in college recruiting.

454. HOLCOMBE, EDNA B.

Is Your Candidate for Employment Physically Fit?

Vol. 10 No. 4 May 1950 p. 62

A case for requiring a thorough physical examination for graduating seniors.

How Recruiters May Cooperate More Fully With College Placement Officers

(See Relations — Industry - College —504)

IRVIN, R. J.

Corporate Image, The: Fact or Fiction?

(See Relations - Human and Industrial — 491)

455. JAMIE, WALLACE

Model Program for Corporate Recruitment, A

Vol. 17 No. 3 March 1957 p. 99
Vol. 17 No. 4 May 1957 p. 113

A detailed study of the broad field of recruitment.

KAUFFMAN, WARREN E.

Computer in Senior Placement, The

(See Computers — Their Use in Placement — 108)

456. LADWIG, CORNELIA

Comments from the 50-Yard Line

Vol. 18 No. 2 Dec. 1957 p. 59

A plea for coordinated company-wide recruiting based on firm support by top management and carried out by trained, competent recruiters.

LAMBERT, DON E.

Common Ground, The

(See Relations — Industry - College — 506)

LANSNER, LAWRENCE A.

Standing Room Only or Saturday Interviews

(See Interviews — 222)

457. LUMSDEN, HOWARD H.

Plant Visit, The: A Crucial Area of Recruiting

Vol. 27 No. 3 Feb.-March 1967 p. 74

A poll of seniors at the University of Tennessee who had each made several plant visits reveals information about their experiences and their preferences, dislikes, and reasons for making final decisions.

MANNING, H. L. AND CATO, W. H.

Middle 60%, The — An Untapped Gold Mine?

(See Grades - Importance of — 211)

MARKS, JAMES A., MENKE, ROBERT F. AND ARMSTRONG, RODNEY M., JR.

Bird-Dogging: A Debate — Is It All Right . . . or Isn't It?

(See Ethics and Standards — 179)

458. MARTIN, P. G.

Hints for More Effective Campus Recruiting

Vol. 13 No. 2 Dec. 1952 p. 15

A discussion of the qualifications of effective recruiters and the importance of selecting the applicant. The author also gives suggestions for handling candidates eligible for military service and returning veterans.

MORRISSEY, ROBERT J. AND MUNSCHAUER, JOHN L.

Notes for a Placement Workbook

(See Placement Office - Forms, Procedures, Mechanics — 412)

MULLIGAN, J. KENNETH

Career Development and the Future

(See Career Planning and Choice — 79)

MUNSCHAUER, JOHN L.

Big Question, The: Why Is Business Losing the Bright Ones?

(See Career Planning and Choice — 80)

PAQUETTE, J. W.

Student Credentials: What Elements Are Really Essential?

(See Placement Office — Forms, Procedures, Mechanics — 415)

459. ————————

Questions/ Answers/ Questions

Vol. 21 No. 4 April 1961 p. 30

At a seminar attended by recruiters and placement directors, candid questions and answers are raised on how to be a successful recruiter.

460. RAMBO, VINTON H.

Recruiting — Continental Style

Vol. 26 No. 2 Dec. 1965-Jan. 1966 p. 151

An American recruiter recounts his experiences on a fast-paced, sleepless trip to Europe and offers some advice to those interested in similar ventures.

RICHMAN, STANLEY M.

New Challenges and Opportunities

(See Placement — General — 305)

ROOD, ALLAN

Paradox of Effective Recruiting, The

(See Turnover — 576)

SHINGLETON, JOHN D.

Think Big — Think International

(See Placement — Other Countries — 338)

SKAMSER, HAROLD P.

Ivory Hunting

(See Recruitment - Evaluations — 441)

461. SMITH, J. E.

College Recruitment

Vol. 17 No. 1 Oct. 1956 p. 14

The why of college recruitment — points out some malpractices and touches upon the public and personnel relations aspects of a recruiting program.

462. STEELE, JOHN E.

If I Were a College Recruiter

Vol. 16 No. 3 March 1956 p. 84

Some suggestions to companies which are recruiting on campuses for the first time.

STONE, H. E.

Marketing Human Resources or Selling Services

(See Relations — Industry – College — 510)

THAIN, RICHARD J.

New M.B.A., The — How to Land and Utilize Him

(See Advanced Degrees — 11)

463. UPDYKE, DON W.

College Recruiting Is for the Birds

Vol. 25 No. 2 Dec. 1964 p. 77

A lighthearted view of the college recruiter and the methods this modern-day bird-catcher must use to attract the best candidates to his employer's sanctuary.

464. ————————

Wanted?

Vol. 21 No. 4 April 1961 p. 41

Interesting information from a study of the time lapse between job application and the company follow-through.

465. ————————

Why Recruiters Fail to Return to Some Campuses

Vol. 10 No. 4 May 1950 p. 19

A look at how colleges are selected by the recruiter and a list of placement office shortcomings which may result in a school's being dropped from a schedule.

RECRUITMENT — GOVERNMENT

ASHWORTH, KENNETH H.

Federal Service

(See Careers - Government — 614)

CAMPBELL, CHARLES L.

New Developments in New York State's Civil Service

(See Careers - Government — 615)

CHAFFIN, DOUGLAS E.

Cities in Transition Beckon a New Breed

(See Training Programs and Devices — 555)

CHEEVER, DANIEL S.

Serving the United States Abroad
(See Careers - Government — 616)

466. ELLSWORTH, HARRIS

Greater Inducements for a Greater Need
Vol. 19 No. 1 Oct. 1958 p. 16

The story of how the federal government has improved its situation in order to attract more good beginners into its service. Includes a description of the Federal Service Entrance Examination.

467. FRYE, DON B.

Government's Recruiting Handicap, The — Real or Myth?
Vol. 20 No. 3 Feb. 1960 p. 29

Faced with the necessity of recruiting many good college students in a hurry, this is the story of how the Federal Housing and Home Finance Agency set up a program that time and experience have proved to be a model one.

GAMBLE, ALLEN O.

NASA — A Career Study in Space and Aeronautical Sciences
(See Careers - Government — 617)

HOOVER, JOHN EDGAR

Challenging Careers with the FBI
(See Careers - Government — 618)

468. HORSLEY, WENDELL R.

Uncommon Denominator of Civil Service, The
Vol. 19 No. 3 March 1959 p. 16

A look at the problems of the federal government in attracting top quality candidates, emphasizing the need for more cooperation between the placement offices and government.

469. LEICH, HAROLD H.

Greater Incentives for Federal Careerists
Vol. 23 No. 4 April 1963 p. 53

A report on the new Salary Reform Act which overhauled the federal pay structure for white-collar workers employed by the government.

MACY, JOHN W., JR.

After Placement — What?
(See Training Programs and Devices — 561)

MACY, JOHN W., JR.

Guidance Counseling and America's Future
(See Careers - Government — 619)

MACY, JOHN W., JR.

U. S. Civil Service on the "New Frontier," The
(See Careers - Government — 620)

470. McCRENSKY, EDWARD

Federal Agencies and College Recruitment
Vol. 12 No. 4 May 1952 p. 23

The author states problems facing federal agencies in recruiting college students calls for an improvement in agency-college relationships, and cites the need for better understanding by colleges and the general public of career opportunities in government.

McCRENSKY, EDWARD

Federal Labs Ease Their Ph.D Shortage
(See Advanced Degrees — 6)

MULHOLLAND, ELIZABETH

BOASI
(Information about the Social Security Administration — See Careers - Government — 622)

NELSON, RICHARD H.

Opportunities Are Many In . . . The Peace Corps
(See Careers - Government — 623)

———

News from the Civil Service Commission
(See Training Programs and Devices — 563)

471. ———

Occupations in the Federal Civil Service: Recruitment of College Graduates
Vol. 10 No. 3 March 1950 p. 54

A description of the Junior Professional

Exams and the Student Aide Exams of the Civil Service.

Reappraising the Federal Career Program
(See Conferences - Career and Vocational — 116)

ROBBINS, DONALD M.

12th Civil Service Region Tells Its Story With Federal Career Days, The
(See Conferences - Career and Vocational — 117)

ROSEN, BERNARD

Mightier Than Machines
(See Careers - Government — 624)

SMITH, G. B. L.

Government Service as a Career
(See Careers - Government — 625)

SULLIVAN, JOHN L.

Inside NSA
(See Careers – Government — 627)

472. WOLK, SAM N.

Civil Service Pay Scales
Vol. 21 No. 1 Oct. 1960 p. 39

A Civil Service Commission official explains and analyzes grades, promotions in grade, salary, and a new increase in rates.

RECRUITMENT — LITERATURE

473. BISHOP, JOAN FISS

ECPO Picks the Best In Recruiting Literature
Vol. 21 No. 2 Dec. 1960 p. 24

A list of employers that offer superior recruiting literature and why they were judged as best.

474. BISHOP, JOAN FISS

What Makes Employer Recruiting Literature Good, Better, Best?
Vol. 22 No. 4 April 1962 p. 20

A CPC Review Committee evaluates recruiting literature from 100 companies and compiles a list of the criteria most desired.

475. BRAASCH, WILLIAM

Some Basic Facts Desirable in a Company Brochure
Vol. 11 No. 3 March 1951 p. 30

A suggestion that companies state their manpower needs in terms of academic majors and the relative numbers needed plus brief job descriptions. Their brochures should include instructions for applying and preparing for the interview, steps in the hiring process, and entry occupations.

476. ———

Company Literature — A WCPA Survey
Vol. 17 No. 4 May 1957 p. 36

This survey determines student reactions to company literature.

477. ———

ECPO Picks the Cream of Vocational Literature
Vol. 22 No. 3 Feb. 1962 p. 30

An evaluation of career planning material that is available to placement offices.

478. HARDWICK, CHARLES A.

Evaluation of Company Literature, An
Vol. 12 No. 2 Dec. 1951 p. 15

A look at the company literature, with some suggestions for its improvement.

479. HARNESS, ROBERT R.

Mechanics of Occupational File Arrangements
Vol. 12 No. 3 March 1952 p. 41

A technical article on how to set up an occupational file, with lucid explanations of the various procedures.

480. HOLCOMB, JAMES R.

Indispensable: An Up-to-Date Library
Vol. 23 No. 4 April 1963 p. 28

How, even with a small staff and limited budget, the energetic director can develop and maintain an effective placement library.

481. JOHNSON, JOHN LARS

Placement Officer Looks at Company "Literature", A

Vol. 20 No. 4 April 1960 p. 43

A general criticism of employer pamphlets and rules on writing brochures that supply graduates with the information they want.

482. KOPKO, DAVID M.

Importance of Recruiting Literature, The

Vol. 19 No. 2 Dec. 1958 p. 57

Some facts for those who compose and edit company brochures for college seniors.

483. STIEGLITZ, ROBERT P.

Story Behind New York Life's Career Series, The

Vol. 20 No. 1 Oct. 1959 p. 22

A look at the career brochures distributed free by the New York Life Insurance Company.

TEAL, EVERETT A.

Four Steps to Service

(See Placement Office - Forms, Procedures, Mechanics — 423)

484. WOODS, J. E.

Effective Display of Company Literature

Vol. 14 No. 2 Dec. 1953 p. 9

A detailed description of a display case for company literature and analysis of the problem of getting information to students.

485. WYATT, GERALDINE

Who's on Top — You or Company Literature?

Vol. 17 No. 4 May 1957 p. 33

One plan for making printed information readily accessible and available to students.

RELATIONS — HUMAN AND INDUSTRIAL

486. ABBOTT, H. PAUL

Common Denominator of Success, The

Vol. 16 No. 3 March 1956 p. 7

A man's attitude toward the various people, organizations, and activities in his life is the most important factor in determining his success. The author investigates the possibility that training programs should be keyed to changing or molding attitudes.

487. BRADSHAW, LILYAN B.

Manpower vs. the Power of Man

Vol. 16 No. 1 Oct. 1955 p. 7

A look at the changing attitudes in industry toward the proper treatment of men results in some suggestions for neophytes in campus recruiting.

BRADSHAW, LILYAN B.

What Attracts Students to Interview

(See Interviews — 217)

488. BURDETTE, FRANKLIN L.

Education for American Citizenship

Vol. 9 No. 3 March 1949 p. 69

The author offers 10 marks of the world-minded American citizen.

489. CORRIGAN, REED

Human Relations I. Q. — What's Yours?

Vol. 15 No. 3 March 1955 p. 59

A list of questions suggests ways of improving human relations in all dealings with people.

CROSS, A. J. FOY

What Makes Men Marketable?

(See Success - Factors Helpful for — 524)

490. GRAY, ROBERT D.

Teaching Industrial Relations to Engineering Students

Vol. 8 No. 4 May 1948 p. 52

A course at California Institute of Technology helps engineers to understand industrial relations.

491. IRVIN, R. J.

Corporate Image, The: Fact or Fiction?

Vol. 25 No. 4 April 1965 p. 85

Are recruiters and placement directors providing the graduate with a realistic idea of the modern corporation, or does he begin his career dangerously naive?

92. JOHNSTON, T. J.

Placement Central

Vol. 25 No. 2 Dec. 1964 p. 30

The story of how Boeing Company, faced with the necessity of eliminating a number of positions held by valuable engineers and scientists, helped those affected find new jobs.

AUFFMAN, JOSEPH F.

Meaning of Work to This College Generation, The

(See Not Elsewhere Classified — 268)

93. LETCHER, ARTHUR J.

Understanding Today's Students

Vol. 26 No. 3 Feb.-March 1966 p. 91

Portraying today's college graduates as more idealistic, flexible, and independent than a generation ago, the author suggests how these traits fit into the recruiting picture.

94. LINK, ROBERT E.

Psychological and Vocational Aspects of Employment

Vol. 10 No. 3 March 1950 p. 47

A look at a College Placement Advisory Committee made up of outsiders and some of its typical functions. The discussion also touches on Career Day Conferences, the importance of schooling students in how to apply for jobs, the value of Summer employment, and the necessity for placement office research.

UMSDEN, HOWARD H.

Plant Visit, The: A Crucial Area of Recruiting

(See Recruitment — General — 457)

95. MONTGOMERY, W. H.

Industrial Relations in Industry

Vol. 13 No. 1 Oct. 1952 p. 29

A philosophy of industrial relations that carries some specific suggestions for its application.

One Last "First"

(See Biographies —27)

496. ROCKWELL, W. F., JR.

Who's Confused — the Students or Us?

Vol. 27 No. 3 Feb.-March 1967 p. 87

This qualified author — a businessman with four sons — tells fellow businessmen how to speak up for their profession and thereby help untangle students from their confusion.

SCHEIN, EDGAR H.

Wall of Misunderstanding on the First Job, The

(See Manpower Supply, Planning, and Utilization — 250)

497. SCHUETZE, LARRY

My Future As an Engineer

Vol. 27 No. 4 April-May 1967 p. 25

A University of Wisconsin engineering student reflects on his role in the recruiting process and his initiation into the world of work.

SLATER, J. M.

Personal Element in Personnel Assignments, The

(See Manpower Supply, Planning, and Utilization — 252)

498. SMITH, ALLEN M.

Arm Them With Facts

Vol. 25 No. 2 Dec. 1964 p. 133

The author believes that the more realistic the picture painted for candidates, the better the prospects for the future success and happiness of college students in their first jobs.

499. SPROUL, ROBERT G.

Challenge for Young America, A

Vol. 10 No. 1 Oct. 1949 p. 5

A commencement address urges people to "care" about everything they endeavor to do because it leads to successful results.

500. STEPHENS, EVERETT W., STEVENS, NANCY D. AND ARNOLD, DOROTHY L.

What ARE the Attitudes of Students Toward Occupations?

Vol. 27 No. 2 Dec. 1966-Jan. 1967 p. 27

A special report on the attitudes of students toward various occupations and toward

business in particular. Over 1,000 students on 18 college campuses were questioned about this, and about the motivations behind their occupational choices.

RELATIONS — INDUSTRY-COLLEGE

501. ————————

College Relations in American Business

Vol. 20 No. 2 Dec. 1959 p. 109

An MAPOA committee report of a survey of both college and industry personnel covers all aspects of the field — past, present, and future.

502. CRAWFORD, ROWAN F.

Missed Bet, A? The Public Relations Aspects of Placement

Vol. 26 No. 3 Feb.-March 1966 p. 37

An analysis of frequently-overlooked opportunities for providing services beneficial to placement's various publics — student, college, community, and employer.

503. DAY, CHARLES W.

Ford College Relations

Vol. 21 No. 4 April 1961 p. 26

A presentation of the many and varied aspects of the Ford Motor Company's college relations program and how it has grown.

DILS, EUGENE

Placement and the Business/Education Gap

(See Placement - General — 290)

GLENNAN, T. KEITH

Interrelation of Industry and Colleges, The

(See Placement - General — 293)

504. ————————

How Recruiters May Cooperate More Fully With College Placement Officers

Vol. 11 No. 1 Oct. 1950 p. 15

A list of specific suggestions to new recruiters by placement directors.

505. JONES, E. N.

We're in This Together

Vol. 17 No. 3 March 1957 p. 16

A college president reports his informal survey to determine where industry and the colleges can best help each other.

506. LAMBERT, DON E.

Common Ground, The

Vol. 17 No. 1 Oct. 1956 p. 19

Oil companies report on their college recruiting efforts and offer some suggestions to placement directors and to recruiters.

507. LAUGHLIN, J. BRUCE

Home-State Brain Drains

Vol. 27 No. 4 April-May 1967 p. 99

A Kansas State University conference assembles dissatisfied Kansas employers to discuss the exodus of state-educated talent.

MOORE, ROBERT F.

College's Responsibility to Industry

(See Placement - General — 301)

508. MORGAN, DAVID H.

Let's Use the Bridge from Campus to Company

Vol. 19 No. 3 March 1959 p. 20

College presidents and placement directors have in many cases overlooked the vital services the placement office can perform in increasing corporate support of higher education. The author studies ways to improve this situation.

————————

Recommended Procedures in Interviewing and Placement of College Seniors

(See Placement Office - Forms, Procedures, Mechanics — 417)

RUSSELL, LOU

Indirect Approach to Job Recruitment, The

(See Placement Office - Forms, Procedures, Mechanics — 418)

509. SHACKEL, LEITH

It Pays to Circulate

Vol. 11 No. 1 Oct. 1950 p. 28

A discussion of the need for placement

directors to make contact with employers at their places of business and the story of how one placement director does this.

SMITH, J. E.

Business Views College Placement

(See Placement – General — 307)

SMITH, J. E.

College Recruitment

(See Recruitment – General — 461)

510. STONE, H. E.

Marketing Human Resources or Selling Services

Vol. 9 No. 1 Oct. 1948 p. 70

Using the language of salesmanship, the author describes the marketing functions of the placement director, the student, and the recruiting agent.

THOMAS, WILLIAM G.

Placement's Role in the University

(See Placement Office — Relation to College — 433)

511. WARD, GRAHAM

Advisory Group, The: A Gold Mine for Ideas

Vol. 23 No. 4 April 1963 p. 38

Faced with the prospect of having its volume doubled in the next five years, the Houston Placement Center "picked the brains" of industry to set its new course.

512. WHITEHORNE, R. A.

Advertising's Role in Effective College Relations

Vol. 23 No. 2 Dec. 1962 p. 28

A detailed look at IBM's recruitment advertising program as a tool in attracting outstanding college graduates.

Why Recruiters Fail to Return to Some Campuses

(See Recruitment - General — 465)

513. WYATT, GERALDINE M.

Employers/Faculty

Vol. 27 No. 2 Dec. 1966-Jan. 1967 p. 69

Employers and educators meet at the University of Delaware to build a bridge of understanding between academia and the business world with the hope that it will open up new avenues for improvement in the placement process.

RESUMES AND LETTERS

514. HUNT, ARCH W.

Marvin Myers Gets a Job

Vol. 18 No. 4 May 1958 p. 32

The story of a letter-writing campaign that paid off for an enterprising senior.

LINK, ROBERT E.

Psychological and Vocational Aspects of Employment

(See Relations - Human and Industrial — 494)

515. PACIFICO, CARL

Help Wanted — Competent

Vol. 16 No. 4 May 1956 p. 63

A breakdown of the information that should be included in a letter of application and why.

516. PECK, CHARLES E.

Letters and Resumes — What the Personnel Men Want

Vol. 24 No. 3 Feb. 1964 p. 125

A composite view of what employers look for when they hire college graduates as salesmen and how they evaluate application letters and resumes.

517. ROUSE, MARY

Here's How to Write that Application Letter

Vol. 11 No. 1 Oct. 1950 p. 34

Advice is offered on writing a letter of application. Sample letters illustrate right and wrong methods.

518. WYATT, FREDERIC A.

All-Important Resume, The

Vol. 18 No. 3 March 1958 p. 83

Stressing the need for a good resume, the author suggests an outline for its preparation, points out common errors, and lists some do's and don'ts.

SCHOLARSHIPS AND FELLOWSHIPS

519. _____

Atomic Internships

Vol. 21 No. 4 April 1961 p. 24

A resume of the internship programs offered to college graduates by the Atomic Energy Commission.

520. HORNBECK, STANLEY K.

Rhodes Scholarships, The — What and How?

Vol. 14 No. 4 May 1954 p. 67

A complete discussion about Rhodes Scholarships.

SEARS, ROBERT N.

Industry's Part

(See Training Programs and Devices — 566)

STUDENT EXCHANGE PROGRAMS

521. BARNETT, NORMAN N.

AIESEC-A Growing International Student Exchange Program

Vol. 22 No. 3 Feb. 1962 p. 40

A look at a growing program for the reciprocal exchange of students in business and economics for short-term training assignments overseas.

522. NEWBY, J.

Placement: With a Difference

Vol. 18 No. 2 Dec. 1957 p. 27

A discussion of a student exchange program for work experience in other countries. Gives address of agency to contact.

SUCCESS — FACTORS HELPFUL FOR

ABBOTT, H. PAUL

Common Denominator of Success, The

(See Relations - Human and Industrial — 486)

523. _____

Chances for Business Success

Vol. 15 No. 1 Oct. 1954 p. 24

Report of a sociological study of 8,000 business leaders to determine the factors which help men rise to positions of power and prestige. Compares data with a similar study of 25 years ago.

524. CROSS, A. J. FOY

What Makes Men Marketable?

Vol. 15 No. 1 Oct. 1954 p. 31

A placement director claims that personal characteristics, experience, and education are the three most important determinants in job-getting.

525. GINZBERG, ELI

Conservation of Talent, The — Lessons for Management

Vol. 26 No. 1 Oct.-Nov. 1965 p. 26

A three-year follow-up study of the career development of 342 male students who had been awarded graduate fellowships by Columbia University during the post-World War II years of 1945-51. The study disproved some common beliefs and produced some predictors of later success.

526. JAMIE, WALLACE

Executive of 1975, The

Vol. 15 No. 1 Oct. 1954 p. 21

A statement of the qualities expected of men who aspire to leadership.

527. LOBINGIER, GEORGE D.

College Graduate and Business Responsibility, The

Vol 11 No. 1 Oct. 1950 p. 44

A plea for colleges to train men in (1) fundamentals of their field; (2) use of language; (3) full knowledge of the industrial enterprise; (4) self-reliance.

MASON, ROBERT D.

Grades + Activities = Financial Success?

(See Grades - Importance of — 212)

528. MICHAELSON, J. L.

Kind of Man Wanted, The

Vol. 14 No. 3 March 1954 p. 53

A brief review of general qualities needed in a young technical graduate.

PERVIN, LAWRENCE A.

Counseling the College Dropout
(See Counseling —133)

529. _____

What We Look for in the College Graduate
Vol. 19 No. 3 March 1959 p. 30

Cartoons illustrate the qualities sought by industry in college graduates.

SURVEYS — RECRUITING AND SALARY

ATHOS, ANTHONY G.

Who Should Recruit? (Part I)
How Important Is the Recruiter? (Part II)
(See Recruitment — Evaluations — 434)

BRADSHAW, LILYAN B.

What Attracts Students to Interview
(See Interviews — 217)

530. _____

CPC Launches Its Experimental Salary Survey, The
Vol. 20 No. 3 Feb. 1960 p. 31

An examination of the pilot stage of a survey designed to report regularly fast, accurate information about beginning salaries offered to college graduates by different industries.

CALVERT, ROBERT, JR. AND MENKE, ROBERT F.

Placement 1967
(See Placement Office — Evaluations, Salaries, Budgets, and Facilities — 367)

DE LORA, JACK, HARDER, DONALD F., KIDWELL, WILL M.

Status Images
(See Career Planning and Job Choice — 66)

DICKINSON, CARL AND NEWBEGIN, BETTY

What Are Students Choosing — Business? Teaching? Government?
(See Career Planning and Choice — 69)

_____

Downward Trend Is Reversed, The
(See Engineers and Scientists — 168)

ECKBERG, ARTHUR R.

Placement in the Junior and Community College
(See Placement — General — 291)

531. ENDICOTT, FRANK S.

Trends in the Employment of College and University Graduates in Business and Industry (annual survey)
Vol. 9 No. 3 March 1949 p. 57
Vol. 10 No. 3 March 1950 p. 24
Vol. 11 No. 3 March 1951 p. 52
Vol. 12 No. 4 May 1952 p. 42
Vol. 13 No. 3 March 1953 p. 53
Vol. 14 No. 3 March 1954 p. 55
Vol. 15 No. 3 March 1955 p. 41
Vol. 16 No. 3 March 1956 p. 45
Vol. 17 No. 3 March 1957 p. 46
Vol. 18 No. 3 March 1958 p. 48
Vol. 19 No. 3 March 1959 p. 42
Vol. 20 No 3 Feb. 1960 p. 53
Vol 21 No. 3 Feb. 1961 p. 68
Vol. 22 No. 3 Feb. 1962 p. 63
Vol. 23 No. 3 Feb. 1963 p. 91
Vol. 24 No. 3 Feb. 1964 p. 101
Vol. 25 No. 3 Feb. 1965 p. 101

GALLOWAY, JAMES L.

"Native Son" Conferences: Desirable or Dilemma?
(See Conferences — Career and Vocational — 114)

532. GENTRY, DWIGHT

Department Store Evaluates, The
Vol. 16 No. 4 May 1956 p. 19

A report of a survey of 49 department stores evaluating the factors considered in the hiring process. The resulting information is then compared with the responses to a similar questionnaire submitted to college professors.

GINZBERG, ELI

Conservation of Talent, The — Lessons for Management
(See Success — Factors Helpful For — 525)

533. HARTFORD, A. F.

Bonus Values in the Salary Survey
Vol. 23 No. 3 Feb. 1963 p. 31

The example of a fictitious firm shows how

employers can reap full benefit from the CPC Survey by tailoring it to fit their own needs.

534. HATHAWAY, J. W. AND KNOEDLER, G. H.

Allstate Survey of Salary Administration

Vol. 18 No. 4 May 1958 p. 40

A report of the monthly salaries of persons graduated from Chicago-area colleges since 1948 — broken down into engineering and general business; includes figures for manufacturing and non-manufacturing industries.

HILGERT, RAYMOND L. in cooperation with EASON, LEO A.

Campus Recruiters: Their Preferences and Practices

(See Recruitment — General — 453)

535. HUMMEL, BEN

Salary Roundup, The

Vol. 17 No. 1 Oct. 1956 p. 13

The report of a survey conducted by *Machine Design* magazine to determine the salaries offered during the Spring 1956 recruiting season.

KAUFFMAN, WARREN E.

Computer in Senior Placement, The

(See Computers — Their Use in Placement — 108)

536. KELLY, WALTER C.

New York University Graduate Salary Survey

Vol. 19 No. 2 Dec. 1958 p. 62

A follow-up study of the classes of 1946, 1951, and 1956 at NYU — comparative salaries by schools; charts showing relationship between time of career choice and ultimate entrance in career field; also time of career choice and average monthly earnings.

537. KIDWELL, WILL M.

San Diego State Salary Survey

Vol. 18 No. 2 Dec. 1957 p. 63

In addition to giving salary data and future demand information for 1957-58, the article summarizes the typical steps in selecting a college student as an employee. Also lists factors which recruiters believed handicapped them in their recruiting.

LUMSDEN, HOWARD H.

Plant Visit, The: A Crucial Area of Recruiting

(See Recruitment — General — 457)

538. ———————

MCPA Annual College Recruiting Study, The

Vol. 14 No. 2 Dec. 1953 p. 15
Vol. 15 No. 2 Dec. 1954 p. 25
Vol. 16 No. 2 Dec. 1955 p. 13
Vol. 17 No. 1 Oct. 1956 p. 70
Vol. 18 No. 1 Oct. 1957 p. 46
Vol. 19 No. 1 Oct. 1958 p. 68
Vol. 20 No. 1 Oct. 1959 p. 71
Vol. 21 No. 1 Oct. 1960 p. 100
Vol. 22 No. 1 Oct. 1961 p. 109
Vol. 23 No. 1 Oct. 1962 p. 115
Vol. 24 No. 1 Oct 1963 p. 119
Vol. 25 No. 1 Oct. 1964 p. 115

MacGREGOR, ARCHIE

Part-Time Employment — Good or Bad?

(See Employment — Part-Time and Summer — 161)

MASON, ROBERT D.

Grades + Activities = Financial Success?

(See Grades - Importance of — 212)

NANCE, WILLIS H.

Report Card for Recruitment, A

(See Recruitment — Evaluations — 438)

539. ———————

1950 Graduate, The

Vol. 16 No. 2 Dec. 1955 p. 91

A JOURNAL survey of companies throughout the country — shows the non-technical graduate still lagging behind technical man. Findings indicate that the average graduate who does a good job will double his starting salary in five years.

PAQUETTE, J. W.

Student Credentials: What Elements Are Really Essential?

(See Placement Office — Forms, Procedures Mechanics — 415)

PERVIN, LAWRENCE A.

Counseling the College Dropout
(See Counseling — 133)

540. ———

Salary Acceptances in 1955
Vol. 16 No. 1 Oct. 1955 p. 42

The report of a JOURNAL survey.

541. ———

Salary Survey, The CPC, 1959-60
Vol. 21 No. 1 Oct. 1960 p. 117

542. ———

Salary Survey, The CPC, 1960-61
Vol. 21 No. 3 Feb. 1961 p. 52

SOLTYS, MICHAEL P.

Most and Least Effective Recruiter, The
(See Recruitment — Evaluations — 442)

543. ———

Statistical Report, A: Placement and Recruitment
Vol. 25 No. 4 April 1965 p. 55

Statistics on placement offices and recruiting organizations — compiled from a Sandia Corporation study and a College Placement Council census.

544. STEPHENS, EVERETT W.

New England — Caution Under the Elms
Vol. 19 No. 3 March 1959 p. 37

This report of a New England Salary and Employment Survey interprets survey as it affects the current and future placement picture and lists some suggestions how placement offices can improve their services to companies.

STEPHENS, EVERETT W., STEVENS, NANCY D. AND ARNOLD, DOROTHY L.

What ARE the Attitudes of Students Toward Occupations?
(See Relations—Human and Industrial—500)

545. ———

Study of Beginning Salary Offers
Vol. 27 No. 1 Oct.-Nov. 1966 p. 141

The story of the College Placement Council's Salary Survey and how it became one of the most widely used and authoritative studies of its kind.

THOMAS, WILLIAM G.

Placement's Role in the University
(See Placement Office — Relation to College — 433)

THOMAS, WILLIAM G.

Why Placement, Mr. President?
(See Placement Office — Relation to College — 432)

546. ———

Uniform Placement Statistics?
Vol. 19 No. 3 March 1959 p. 66

An MAPOA committee report stresses the need for uniformity in reporting statistics and suggests ground rules for such reporting.

547. WHEELOCK, LEROY K.

Engineering Earnings — A Closer Look
Vol. 19 No. 3 March 1959 p. 24

A report of engineering salaries as of 1953, '56, '58 showing annual earnings of career engineers with 0-35 years' experience — industry, government, college teaching comparisons given.

TESTING — PSYCHOLOGICAL

548. BORIS, HAROLD N.

Tests Cope With Intangibles in Placing College Graduates
Vol. 22 No. 2 Dec. 1961 p. 32

It is the author's belief that psychological tests can be an aid to successful placement resulting in less turnover.

549. COLE, DAVID

Psychological Tests in Recruiting
Vol. 15 No. 1 Oct. 1954 p. 39

The author suggests that the potentialities of psychological testing have not been thoroughly investigated or utilized as part of the employment process.

550. ELTON, CHARLES F. AND ESTABROOKS, G. H.

Test or Interview?

Vol. 15 No. 4 May 1955 p. 42

The two authors debate the pros and cons of psychological tests and interviews.

551. MEYER, HENRY D.

Proposal for Resolving the Psychological Testing Question, A

Vol. 23 No. 3 Feb. 1963 p. 49

The author takes a candid look at both sides of the argument about psychological testing, then suggests a course of action he believes would be satisfactory to everyone.

UHRBROCK, RICHARD S.

Interviewing and Testing

(See Interviews — 224)

WILLIAMS, PHOEBE A. AND KIRK, BARBARA A.

Vocational Testing — How Valid?

(See Career Planning and Choice — 86)

TRAINING PROGRAMS AND DEVICES

ABBOTT, H. PAUL

Common Denominator of Success, The

(See Relations - Human and Industrial — 486)

552. AVERY, JOHN H.

Job-Hopping on Company Time

Vol. 21 No. 2 Dec. 1960 p. 31

Explanation of a job rotation program which two Boeing divisions use for training and satisfactory job placement.

553. BARD, RICHARD K. AND PRIHODA, DONALD T.

At Campbell Soup, Management Development Is a Full-Scale Program

Vol. 22 No. 1 Oct. 1961 p. 30

How Campbell Soup executives set about developing a management development program that really serves the purpose.

554. BELKNAP, J. H.

Training of Air Force Officers in American Industry, The

Vol. 11 No. 2 Dec. 1950 p. 20

A description of an industrial mobilization training program and operational training within industry program.

555. CHAFFIN, DOUGLAS E.

Cities in Transition Beckon a New Breed

Vol. 23 No. 3 Feb. 1963 p. 26

A look at the training program for college graduates who will tackle the nation's development and housing problems with the U. S. Housing and Home Finance Agency.

DAILEY, WILLIAM W.

After They're Hired . . . What Then?

(See Manpower Supply, Planning, and Utilization — 240)

JEFFREY, FRASER

Engineering Graduates and the Future

(See Career Planning and Choice — 73)

556. KIRKWOOD, JOHN P.

Do They Have a Good Training Program?

Vol. 20 No. 3 Feb. 1960 p. 45

Some thoughts as to why and how a company's training program can influence its recruiting image on campus. The author suggests some ways to build the best image.

557. KOLYER, F. A.

Tryouts Before Graduation

Vol. 22 No. 4 April 1962 p. 23

An account of Singer Sewing Machine Company's decentralized Summer training of undergraduates.

558. _____

Letters Will Do It

Vol. 18 No. 3 March 1958 p. 69

In order to help introduce new employees, Cargill, Inc., presents a letter of introduction to all supervisors with whom the trainee will come in contact before the trainee is sent to their departments.

559. LOGAN, JOHN A.

Food Industry's College Training Package, The

Vol. 17 No. 1 Oct. 1956 p. 59

The story behind the program established at Michigan State by the food industry.

560. MacKINNON, H. A.

Improving Accounting Department Effectiveness Through Organization, Administration, and Training

Vol. 13 No. 2 Dec. 1952 p. 66
Vol. 13 No. 3 March 1953 p. 39

A description of the personnel development program carried on by General Electric, starting with proper selection of candidates, following through the Business Training Course and subsequent assignments in financial and accounting positions.

561. MACY, JOHN W., JR.

After Placement — What?

Vol. 25 No. 3 Feb. 1965 p. 26

The author shows how the federal government assures continuity after placement by providing opportunity for full realization of individual potential at each rung of the ladder.

562. McGRATH, LARRY B.

Tips from — and for — A Trainee

Vol. 21 No. 2 Dec. 1960 p. 41

Advice to the new employee about how to get the most from the training period and avoid disillusionment leading to resignation.

563. ———

News from the Civil Service Commission

Vol. 20 No. 2 Dec. 1959 p. 24

In the process of updating its recruitment program, the CSC boasts a new training course, a new director, and new quarters.

564. ———

P & G Tells its Story

Vol. 20 No. 3 Feb. 1960 p. 46

A picture and descriptive story of a typical trainee from the day he joins Procter & Gamble.

565. ———

Preview of Industry

Vol. 18 No. 2 Dec. 1957 p. 38

Describes Procter and Gamble's two-week Summer workshop in which carefully-selected students get a concentrated look at various phases of the company's operations as well as an actual job problem to solve.

566. SEARS, ROBERT N.

Industry's Part

Vol. 16 No. 4 May 1956 p. 49

The story of how the oil industry helps prepare men for careers through Summer employment, co-op programs, scholarships, fellowships, faculty consultants, etc.

567. ———

Students Become the Plant "Managers"

Vol. 22 No. 3 Feb. 1962 p. 24

A report on Procter & Gamble's Summer program that casts trainees in actual management positions.

568. ———

What's Your Question?

Vol. 16 No. 3 March 1956 p. 107

An outline of Electro Metallurgical Company's training program for the men who will do the recruiting.

TRANSITION — CAMPUS TO JOB

569. ATHOS, ANTHONY G.

From Campus to Company to Company

Vol. 24 No. 2 Dec. 1963 p. 22

The author discusses the high incidence of early job turnover among college graduates. He presents new dimensions of the situation and then offers some tentative solutions.

ATHOS, ANTHONY G.

Job Turnover: The Lorelei Theory

(See Turnover — 574)

570. DILLEY, DAVID R.

Guideposts

Vol. 21 No. 3 Feb. 1961 p. 28

A corporation executive's list of "commandments" for a young person just entering the business world.

571. HILL, WALTER A.

Beginning Engineer's Job, The — Some Conflicting Perceptions

Vol. 25 No. 3 Feb. 1965 p. 121

The winner of a Vera Christie Fellowship examines the factors which create problems as the young engineer attempts to become an effective team member.

572. HOPKINS, MARY E.

Transition from School to Job, The

Vol. 12 No. 1 Oct. 1951 p. 36

The author discusses some of the ways to make the transition easier. The article refers largely to high school graduates.

SCHUETZE, LARRY

My Future As an Engineer

(See Relations — Human and Industrial—497)

573. STEELE, JOHN E.

Personal Adjustment to Business

Vol. 11 No. 1 Oct. 1950 p. 38

An Indiana University program helps college graduates make the adjustment from campus to the working world.

TURNOVER

ATHOS, ANTHONY G.

From Campus to Company to Company

(See Transition - Campus to Job — 569)

574. ATHOS, ANTHONY G.

Job Turnover: The Lorelei Theory

Vol. 25 No. 3 Feb. 1965 p. 42

The author offers a new theory to explain the wariness, bordering upon cynicism, with which students greet the claims of recruiters.

575. BARLOW, WALTER G.

Discontent Among Engineers

Vol. 25 No. 3 Feb. 1965 p. 24

The president of the Opinion Research Corporation considers the causes and effects of a current widespread dissatisfaction among engineers.

576. ROOD, ALLAN

Paradox of Effective Recruiting, The

Vol. 22 No. 3 Feb. 1962 p. 34

The author measures effective recruiting, not by the number of graduates placed . . . but by the length of time they stay on the job. He advises how to reach this goal.

SCHEIN, EDGAR H.

Wall of Misunderstanding on the First Job, The

(See Manpower Supply, Planning, and Utilization — 250)

577. SELIGSON, HARRY

Trend to Mobility, The

Vol. 26 No. 1 Oct.-Nov. 1965 p. 63

A spirited analysis of job-hopping problems, with some new and far-reaching suggestions for coping with them.

WORKSHOPS

578. ————

Exercise in Fundamentals, An

Vol. 25 No. 1 Oct. 1964 p. 57

The Southern College Placement Association conducts a special workshop, attended by 36 colleges, beamed toward a solution of basic placement problems.

579. SUTHERLAND, EVA A.

First Placement Workshop, The

Vol. 19 No. 1 Oct. 1958 p. 29

The report of a workshop conducted at Northwestern University to study the placement operation.

SECTION 2

Career Articles

ACCOUNTING

580. FREDERICK, MARVIN

Professional Accounting Career, A
Vol. 15 No. 1 Oct. 1954 p. 9

A certified public accountant points out how his career differs from that of an industrial accountant.

581. KELLY, WALTER L.

Survey of Certified Public Accounting Firms
Vol. 8 No. 4 May 1948 p. 59

A survey of CPA firms determines the educational background they seek and how they evaluate future employment opportunities.

582. KELLY, WALTER L.

Certified Public Accounting
Vol. 12 No. 2 Dec. 1951 p. 31

The results of a survey of CPAs, employees of CPAs, and college instructors of accounting to discover information about experience, attitudes, and aptitudes of people in the field.

583. ———

Opportunities in Public Accounting
Vol. 13 No. 3 March 1953 p. 6

A look at an accountant's work, the qualifications and training he should have, and the salary potential in his field.

584. YULSMAN, BENJAMIN

Public Accounting — An Expanding Field
Vol. 8 No. 4 May 1948 p. 57

A discussion about the demand for accountants and opportunities open to them.

ADVERTISING

585. ———

Association to Give Examination for Advertising Again This Spring
Vol. 9 No. 2 Dec. 1948 p. 54

A discussion about an evaluation examination given under auspices of the American Association of Advertising Agencies for people planning to enter advertising.

586. LUDCKE, GEORGE O., JR.

Challenge of Advertising, The
Vol. 16 No. 4 May 1956 p. 7

A symposium of ideas from 16 practitioners about what makes a good advertising man.

587. OTTE, FRANK R.

How Do I Get a Job in Advertising?
Vol. 15 No. 4 May 1955 p. 21

A look at the personal qualities and abilities needed to be successful in advertising.

AGRICULTURE

588. BEAR, FIRMAN E.

What Is an Agronomist?
Vol. 10 No. 2 Dec. 1949 p. 5

A description of the different phases of agronomy, the career opportunities available, and the education required.

589. JUDKINS, H. F.

Opportunities in the Dairy Industry
Vol. 14 No. 1 Oct. 1953 p. 15

In addition to outlining the types of jobs

available in dairy work, the author suggests two plans for universities to follow in training men for the industry.

590. ROLAND, ROBERT H.

Place for You in Floriculture, A

Vol. 8 No. 4 May 1948 p. 38

A look at the opportunities in flower growing and in wholesale and retail florist shops with a discussion about the training necessary.

591. SEINWERTH, HERMAN W.

Animal Husbandry Graduates in Industry

Vol. 18 No. 3 March 1958 p. 34

A discussion about opportunities in the meat industry.

592. SHAW, BYRON T.

Research in Agriculture Calls for Varied Skills

Vol. 22 No. 2 Dec. 1961 p. 26

The probe for new secrets that benefit both farmer and city dweller offers a wide vista of opportunity for young scientists — as detailed in this article.

AUTOMOTIVE

593. MEADE, KENNETH A.

Fields of Opportunity for the College Graduate

Vol. 10 No. 3 March 1950 p. 14

A brief run-down of the types of opportunities in the auto industry — what industry considers in selecting its college graduates, why graduates leave their first jobs, what qualities of leadership are desired.

594. YATES, EDWIN L.

Opportunities in the Automotive Industry

Vol. 13 No. 1 Oct. 1952 p. 68

What kind of jobs does the auto industry offer? the author answers this and outlines a typical training program work assignment.

BANKING

595. CROUCH, A. B.

Opportunity Today in Banking, The

Vol. 13 No. 4 May 1953 p. 45

An over-all look at banking explaining the qualifications needed, the rewards, outline of a typical training program. The author also discusses some of the specialized fields available.

596. DE VECCHI, ROBERT

Wall Street: The Accent Is on Youth

Vol. 8 No. 3 March 1948 p. 14

A discussion of opportunities in investment banking, and a description of the Smith, Barney and Company training course. Included is a list of objectives for typical courses as stated by Investment Bankers Association.

597. ENDICOTT, FRANK S.

Banking and Its College Men

Vol. 18 No. 1 Oct. 1957 p. 20

A survey sponsored by the American Banking Association reporting the extent to which college men are selected, trained, and promoted in banks. Charts show average starting salaries; progress of men after 3, 5, 7, and 10 years.

598. HABAS, RALPH A.

Banking Career Offers Incentives, A

Vol. 17 No. 3 March 1957 p. 43

A description of the opportunities in banking.

599. STEPHENSON, GILBERT T.

Trust Business as a Career

Vol. 8 No. 4 May 1948 p. 62

A discussion of the various branches of

trust work, the personal and educational qualifications necessary, and some types of training available to beginners in the field.

DATA PROCESSING

600. LOVELL, GORDON P.

Women and the Growing World of Data Processing

Vol. 20 No. 4 April 1960 p. 34

The author cites some of the many careers open to women in data processing.

601. SIMPSON, ALFRED V.

Procedures Analyst — A Man Emerging

Vol. 18 No. 4 May 1958 p. 20

A career profile of a new profession born from the increasing use of automatic data processing equipment.

EDUCATION

602. HANCHER, VIRGIL

Education for Survival

Vol. 16 No. 4 May 1956 p. 43

The tasks of education and its challenge as a career.

603. NEVIN, MARGARET

E.T.S. — A Service and a Career

Vol. 17 No. 2 Dec. 1956 p. 28

An explanation about the Educational Testing Service and the careers it offers.

604. REAVES, WILLIAM C.

What Teachers Should Know about Educational Administration

Vol. 9 No. 4 May 1949 p. 32

The author stresses the administrative responsibilities of the teacher and the need to bring teachers into discussion of issues involving the teaching profession.

605. ———

Unlimited Opportunities

Vol. 23 No. 3 Feb. 1963 p. 81

Hundreds of jobs go unfilled each year for lack of trained personnel to work with the hearing-impaired. Detailed here are the academic requirements, duties, and numerous rewards in this unique and challenging field.

ENGINEERING

BESSELMAN, WAYNE L.

Gone: The Yankee Peddler; Here: The Sales Engineer

(See Careers - Sales — 707)

606. BESSELMAN, WAYNE L.

Systems Engineering — A Journal Career Profile

Vol. 18 No. 2 Dec. 1957 p. 30

A survey of the general field of automatic control and instrumentation.

607. CHILTON, THOMAS H.

What Is Chemical Engineering?

Vol. 11 No. 1 Oct. 1950 p. 24

The author gives descriptions of process development, pilot plant work, production work and explains the training required.

608. HARVEY, GEORGE L., JR. AND SHAW, E. BARRETT

Engineers in the Electric Public Utility Industry

Vol. 13 No. 3 March 1953 p. 31

A run-down of the types of positions and responsibilities open to graduate engineers.

PAYNE, JAMES E.

New Professional Frontier, A: Biomedical Engineering

(See Careers-Not Elsewhere Classified—672)

FOREIGN OPPORTUNITIES

609. ERICKSON, MABEL J.

Job Abroad, The

Vol. 19 No. 4 May 1959 p. 22

The author tells of the kinds of positions available overseas, the requirements, and also explains why some fail to qualify for work abroad.

610. JACKLE, FRANK R.

What Is a Good Risk?

Vol. 17 No. 1 Oct. 1956 p. 53

This report of a questionnaire to interviewers visiting the American Institute for Foreign Trade is keyed toward students interested in foreign trade. Article includes a helpful table of replies.

611. ————————

Jobs Abroad — A Summary of Sources

Vol. 20 No. 2 Dec. 1959 p. 35

A listing of addresses where one can obtain information about foreign employment.

612. KAISER, ROWLAND G.

Overseas Career, An

Vol. 16 No. 3 March 1956 p. 21

A list of the general types of export businesses and general qualifications for overseas workers.

613. KELLY, WALTER L.

Foreign Trade Community, The

Vol. 10 No. 3 March 1950 p. 33

Report of a survey of more than 750 foreign trade firms — size, nature of firms; preparation necessary; salaries; per cent of overseas jobs; estimate of future growth of foreign trade; best qualifications for selection to positions in foreign trade.

THELIN, VIRGINIA HERMANN

Overseas Missionary Service Today

(See Careers-Not Elsewhere Classified—680)

GOVERNMENT

614. ASHWORTH, KENNETH H.

Federal Service

Vol. 21 No. 3 Feb. 1961 p. 49

A young man who entered the Civil Service tells how and why he did.

615. CAMPBELL, CHARLES L.

New Developments in New York State's Civil Service

Vol. 9 No. 1 Oct. 1948 p. 36

After encouraging young people to consider careers in public service, the article describes the Public Administration Intern Program and the Professional and Technical Assistant Examination given by the State of New York.

CHAFFIN, DOUGLAS E.

Cities in Transition Beckon a New Breed

(See Training Programs and Devices — 555)

616. CHEEVER, DANIEL S.

Serving the United States Abroad

Vol. 10 No. 1 Oct. 1949 p. 19

The author describes overseas opportunities in Foreign Service and other federal agencies, listing requirements and examinations.

617. GAMBLE, ALLEN O.

NASA — A Career Study in Space and Aeronautical Sciences

Vol. 20 No. 1 Oct. 1959 p. 12

The story of the National Aeronautics and Space Administration, its goals, and the trained people it seeks.

618. HOOVER, JOHN EDGAR

Challenging Careers with the FBI

Vol. 9 No. 4 May 1949 p. 5

A description of the opportunities for college graduates as special agents, laboratory examiners, and translators with the FBI.

619. MACY, JOHN W., JR.

Guidance Counseling and America's Future

Vol. 17 No. 4 May 1957 p. 26

The Civil Service Commission director presents information about the many fields of federal employment.

620. MACY, JOHN W., JR.

U. S. Civil Service on the "New Frontier," The

Vol. 21 No. 4 April 1961 p. 32

An exclusive forecast by the U. S. Civil Service Commission's chairman on the impact the Kennedy administration may have on the federal career service.

621. McCANN, FORBES E.

Public Service Careers

Vol. 18 No. 3 March 1958 p. 26

A look into the professions of city planning, library science, and recreation, particularly in municipal service.

McCRENSKY, EDWARD

Federal Labs Ease Their Ph.D. Shortage

(See Advanced Degrees — 6)

622. MULHOLLAND, ELIZABETH

BOASI

Vol. 21 No. 3 Feb. 1961 p. 35

A look at the Social Security Administration in relation to its recruitment needs and the careers it offers.

623. NELSON, RICHARD H.

Opportunities Are Many In . . . The Peace Corps

Vol. 22 No. 3 Feb. 1962 p. 39

A look at the needs and services of the Peace Corps.

Occupations in the Federal Civil Service: Recruitment of College Graduates

(See Recruitment - Government — 471)

624. ROSEN, BERNARD

Mightier Than Machines

Vol 24 No. 1 Oct. 1963 p. 50

The author outlines the infinite variety of jobs available in the U. S. State Department's Foreign Service. The reader also learns the qualifications and tests he must pass.

625. SMITH, G. B. L.

Government Service as a Career

Vol. 16 No. 2 Dec. 1955 p. 28

The author lists the advantages and disadvantages of careers in government service.

626. STENE, EDWARD O., OLSON, EMERY E. AND FLETCHER, W. DONALD

Preparing for Public Office

Vol. 13 No. 2 Dec. 1952 p. 6

A symposium of three articles on the need for people, qualifications and training necessary, and types of positions available in public office.

627. SULLIVAN, JOHN L.

Inside NSA

Vol. 24 No. 3 Feb. 1964 p. 49

A description of the career opportunities in the National Security Agency — the first article of its kind ever released by the agency.

WOLK, SAM N.

Civil Service Pay Scales

(See Recruitment - Government — 472)

INSURANCE

628. ABBOTT, H. PAUL

Shoes and Ships and Sealing Wax

Vol. 14 No. 4 May 1954 p. 29

What opportunities exist in the property and casualty insurance business?

629. AMSEL, MILTON

Life Insurance Looks to the Campus

Vol. 22 No. 2 Dec. 1961 p. 34

A description of the many and diversified positions in life insurance companies.

630. IMMERWAHR, GEORGE E.

Career as an Actuary, A

Vol. 21 No. 3 Feb. 1961 p. 43

The career profile of an actuary.

631. ROTTER, PAUL T.

What is an Actuary?

Vol. 9 No. 2 Dec. 1948 p. 11

Training and job demands for an actuary.

632. ZALINSKI, EDMUND L. G.

LUTC — A Program for Developing Skill in Life Underwriting

Vol. 9 No. 2 Dec. 1948 p. 24

The origin and description of the Life Underwriter Training Course.

633. ZIMMERMAN, CHARLES

Selling Life Insurance

Vol. 16 No. 1 Oct. 1955 p. 13

A career article about insurance salesmen.

LAW

634. HARRISON, EARL G.

New Opportunities for the Legally Trained

Vol. 8 No. 4 May 1948 p. 49

Explains the expansion of opportunities for law school graduates, from private practice to many varied fields in government and business.

635. ROBERTS, OWEN J.

Placement of Law Graduates, The

Vol. 10 No. 4 May 1950 p. 64

Describes a promotional program by a law school to uncover additional opportunities for its graduates.

MEDICINE

636. ELWELL, HOMER M.

So You Can't Get into Medical School?

Vol. 12 No. 3 March 1952 p. 17

A description of the typical pre-medical student and his undergraduate curriculum. The author goes on to discuss opportunities for such people in pharmacy, dentistry, veterinary medicine, medical research, health service occupations, and a number of miscellaneous allied fields.

637. KELSER, RAYMOND A.

Development and Importance of Veterinary Medicine in the United States, The

Vol. 9 No. 3 March 1949 p. 10

A career article on the veterinarian.

638. MILNER, MARY L.

Modern Hospital Sketches

Vol. 9 No. 1 Oct. 1948 p. 7

A survey of 22 hospital vocations for women with a brief description of each position.

PAYNE, JAMES E.

New Professional Frontier, A: Biomedical Engineering

(See Careers-Not Elsewhere Classified—672)

639. ROBINSON, ROBERT L.

Psychiatry — A Challenging Profession

Vol. 9 No. 3 March 1949 p. 35

A career article on psychiatry.

640. RYAN, JOHN F. X.

Review of the Psychological Profession

Vol. 9 No. 4 May 1949 p. 57

Of interest to the psychology major, this article gives information about requirements, salaries, training, internships, certification, professional problems.

STALNAKER, JOHN M.

Advice to Advisers of Students Planning to Enter Medicine

(See Counseling — 135)

641. STOLL, FRANCES A.

Dental Hygienist, The — A Career for Women

Vol. 10 No. 2 Dec. 1949 p. 17

The author covers the educational and

personality requirements for the dental hygienist, then goes on to outline her duties in schools and public health work. He covers other opportunities as well.

642. VAN KIRK, L. E.

Counseling Applicants for Dental School

Vol. 10 No. 1 Oct. 1949 p. 27

The author presents a question-answer approach to help the student understand the criteria for success in this field. He covers everything from admission requirements to the cost of equipping an office.

MILITARY

643. CALVERT, ROBERT, JR.

Summary of Enlistment and Reserve Opportunities in the Armed Forces, A

Vol. 11 No. 2 Dec. 1950 p. 39

Report of opportunities for men and women graduates.

644. CALVERT, ROBERT, JR.

Armed Forces Opportunities

Vol. 15 No. 4 May 1955 p. 7

A summary as of April 1955 of the opportunities open to students serving their military obligation.

645. ———

Careers with the Armed Forces

Vol. 10 No. 4 May 1950 p. 47

Opportunities and qualifications for various Armed Forces careers: Air Force, Air Force Nurse Corps, Army, Women's Specialist Program, Army Nurse Corps, WAC, WAF, Navy, WAVES, Navy Nurse Corps.

646. ELLIOTT, ROBIN

What's Wrong with This Picture?

Vol. 12 No. 3 March 1952 p. 6

A discussion of careers for women as officers in the various armed services.

647. MacMULLAN, THERESA

Jobs in Faraway Places

Vol. 12 No. 1 Oct. 1951 p. 17

Describes the varied opportunities in overseas employment with the Army. Specific information about positions in Service Clubs, Library Service, Arts and Crafts, Sports, and Entertainment.

NOT ELSEWHERE CLASSIFIED

648. ALLEN, GLENN L., JR. AND SHAFER, CARL (PART I); KLAR, LLOYD A. AND CALLAHAN, P. H. (PART II)

4 Routes to Success

Vol. 26 No. 2 Dec. 1965-Jan. 1966 p. 63

Vol. 26 No. 3 Feb.-March 1966 p. 69

A two-part series examining career opportunities in four areas of the chemical industry: Part I — research and commercial development; Part II — production and marketing.

649. ———

Armstrong Shows the Way to Young Scientists

Vol. 17 No. 3 March 1957 p. 34

A company shows high school students what science and engineering offer as a career.

650. BARTELL, ERNEST C. AND McCLINTOCK, THOMAS L.

Opportunities Awaiting Graduates in the Chemical Industry

Vol. 12 No. 4 May 1952 p. 32

The author describes some of the jobs open in the industry and outlines the educational background necessary.

651. BECKER, HAROLD E.

Drug and Cosmetic Field Expands, The

Vol. 8 No. 3 March 1948 p. 20

An outline of opportunities for college graduates in this field, with special stress

on possibilities in research, distribution, and promotion.

652. BRECKENRIDGE, H. K.

Public Utilities Expand

Vol. 9 No. 2 Dec. 1948 p. 5

The increased demand for electric power results in increased demand for trained manpower. Here, the industry re-examines its needs and manpower policies with regard to the expected expansion.

653. BRIDGMAN, DONALD S.

College Graduates and the Country's Telephone Industry

Vol. 13 No. 1 Oct. 1952 p. 19

After describing the industry, the author briefly discusses various types of positions and training necessary for them.

654. BRIDGMAN, DONALD S.

Place of the Arts and Science Graduate in Industry, The

Vol. 14 No. 3 March 1954 p. 33

An employment picture for arts and science graduates in Western Electric and the Bell Telephone Companies — mentions need for ability to comprehend quantitative problems; some knowledge of scientific method and physical science principles; oral and written expression; sensitivity to people; understanding of economic and political picture.

655. CHURCH, DAVID M.

Fund Raising as a Career

Vol. 19 No. 2 Dec. 1958 p. 18

A career article.

656. ———————

College Graduates in the Casting Industry

Vol. 10 No. 2 Dec. 1949 p. 32

A symposium of articles on need for engineering and science graduates in all phases of casting industry — foundry, research administration, and management.

657. COOPER, M. D.

Careers in Coal Mining

Vol. 10 No. 1 Oct. 1949 p. 11

After describing changes in mining methods, the author outlines typical high school and college courses given to those preparing for mining careers and lists colleges giving accredited mining curricula.

658. FUSCO, ROSINA

College-Trained Secretary, The

Vol. 15 No. 4 May 1955 p. 13

The author discusses the reasons for the increased demand for college-trained secretaries and outlines their salary opportunities and their responsibilities. She suggests a program for increasing attention to secretarial training in college.

659. HAUMERSON, RICHARD

Graphic Arts, The: A Wide-Open Field

Vol. 22 No. 2 Dec. 1961 p. 31

A career profile.

660. HOFSTETTER, H. W.

Optometry as a Career

Vol. 10 No. 1 Oct. 1949 p. 43

After exploring the field, the author covers how, by whom, and where optometrists are trained, opportunities for future, average salaries reported.

661. HOLLIS, WILLIAM H.

What Is a Safety Man?

Vol. 9 No. 2 Dec. 1948 p. 34

Descriptions from the Dictionary of Occupational Titles and the National Roster of Scientific and Specialized Personnel with commentary.

662. IDLER, W. S.

Placement in the Aluminum Industry

Vol. 13 No. 4 May 1953 p. 61

A brief description of the industry and its basic processes. Covers the demand for graduates in engineering, production, research and development, sales, and administration.

663. ———————

Jobs in Home Economics

Vol. 15 No. 3 March 1955 p. 53

A description of a variety of careers in the

home economics field and source of information about training needed.

664. KENNEDY, J. C.

Students of Music

Vol. 9 No. 3 March 1949 p. 22

A look at the kinds of talents and training necessary for students interested in a music career, outlines opportunities available.

665. KERNER, MARTIN A.

Licensed Customhouse Broker, The

Vol. 8 No. 3 March 1948 p. 45

An account of training programs to prepare people for broker's exam.

666. LEWIS, MYRON F.

Careers in Sociology

Vol. 12 No. 1 Oct. 1951 p. 48

An explanation of sociology; how people are trained; factors to be considered in selecting a school; the positions sociologists occupy; opportunities in government.

667. MALKUS, JOANNE STARR

Meteorology — Career Outlook

Vol. 11 No. 4 May 1951 p. 45

Describes these main types of meteorological careers: work at weather station, research, and in combination with other fields. Includes a short bibliography for prospective meteorologists.

668. McCAFFERTY, J. W., DENNEN, WALTER B., JR. AND GREENE, THOMAS G.

Careers in Technical Writing

Vol. 26 No. 3 Feb.-March 1966 p. 46

Opportunities in this field are discussed from two vantage points: the need for liberal arts graduates and the outlook for engineers.

669. McDANIEL, H. C. AND SCARLOTT, C. A.

Technical Writing Opportunities for Engineering Graduates

Vol. 14 No. 4 May 1954 p. 59

A discussion of opportunities in technical periodicals, public relations, writing, editing, qualifications for such positions, how to hunt a job in this field.

670. MEEK, H. B.

Careers in Hotelkeeping

Vol. 8 No. 3 March 1948 p. 51

A description of the wide variety of jobs available in hotel work, the training and personal qualities needed.

671. OLCH, DON

Home Run Hitters

Vol. 9 No. 4 May 1949 p. 27

A look at career opportunities in professional baseball.

672. PAYNE, JAMES E.

New Professional Frontier, A: Biomedical Engineering

Vol. 27 No. 3 Feb.-March 1967 p. 60

A career profile, noting in particular how this field has benefited the handicapped.

673. PRIESTER, MARCUS J.

Church Vocations

Vol. 12 No. 4 May 1952 p. 48

A brief description of a variety of church vocations and training necessary. Includes a list of mailing addresses for further information and suggested small books on specific vocations.

674. ————————

Recreation Leadership as a Field of Work

Vol. 9 No. 2 Dec. 1948 p. 62

An account of the nature of recreation positions, qualifications, preparation necessary, and employment possibilities. Also includes a list of publications containing further information about the subject.

675. RUSSELL, KATHLEEN M.

Careers in Travel

Vol. 9 No. 3 March 1949 p. 42

Career article about opportunities in the travel business; pointed toward women.

676. SAILOR, WILLIAM P.

Career in Public Social Service, A

Vol. 9 No. 4 May 1949 p. 38

The author describes the job of visitor attached to a public assistance agency;

general qualifications and specific knowledge needed.

677. SCHOLES, S. R.

Opportunities in the Glass Industry
Vol. 9 No. 3 March 1949 p. 5

A career article giving some history and mentioning some of the types of opportunities available.

678. SILVESTRO, CLEMENT M.

Historical Societies — A Career Profile
Vol. 18 No. 3 March 1958 p. 20

A revealing look into the many different kinds of opportunities available; qualifications and training needed.

679. TAYLOR, ROBERT S.

Specialized Information Control
Vol. 17 No. 3 March 1957 p. 29

A discussion of special libraries and career opportunities therein: the special librarianship, the information specialist or documentalist, and certain peripheral specialties.

680. THELIN, VIRGINIA HERMANN

Overseas Missionary Service Today
Vol. 27 No. 4 April-May 1967 p. 93

From her own experiences in recruiting, the author realized that many misconceptions about modern missionaries needed to be eliminated by an article such as this.

681. TODT, HANS C.

Controllership — A Dynamic, Fast-Growing Field Offers Challenging Careers
Vol. 22 No. 4 April 1962 p. 28

As business expands, so does the need for more exact financial control — and for persons who can man the office of controller.

682. TOWNER, MILTON C.

Careers in the Air Conditioning Industry
Vol. 9 No. 1 Oct. 1948 p. 31

The author enumerates and describes the types of work which college graduates enter in this industry.

683. URBACH, C. M.

Airline Stewardess, The
Vol. 15 No. 1 Oct. 1954 p. 27

A career profile.

684. WEISS, VIRGINIA

Careers in Travel for Women
Vol. 13 No. 2 Dec. 1952 p. 31

The author describes positions in consumer research and discusses qualifications, advantages, and disadvantages.

685. WILLIAMS, PAUL E.

Consider Line Production
Vol. 13 No. 3 March 1953 p. 23

A discussion of the career possibilities in line production with suggestions for educational institutions to incorporate an understanding of production work into the curriculum which now is heavily oriented toward staff work.

686. WILLIAMSON, MARGARET

Why Social Work?
Vol. 25 No. 4 April 1965 p. 60

Opportunities are varied and numerous for a meaningful career in a richly-rewarding and rapid-growing field which finds its meaning in human need.

PETROLEUM AND NATURAL GAS

687. FAMULARO, JOSEPH J.

Opportunity: 300,000,000 Years Old
Vol. 19 No. 1 Oct. 1958 p. 24

A JOURNAL career profile on the natural gas industry.

688. LAUDERMILK, J. I.

Petroleum — Present and Future
Vol. 8 No. 3 March 1948 p. 32

A general discussion of the needs for en-

gineers in the petroleum industry, the types of jobs beginners may expect, and a prediction of greater future expansion in the industry.

689. McKEITHAN, D. R.

Careers in the Petroleum and Petrochemical Industries

Vol. 13 No. 4 May 1953 p. 25

A brief discussion of exploration, production, plant operation, transportation, sales and service, research and development, general engineering, and communications work in oil and gas industries.

PHARMACY AND PHARMACOLOGY

690. ————————

Pharmacology as a Career

Vol. 17 No. 2 Dec. 1956 p. 17

A career profile.

691. WATERS, KENNETH L.

Pharmacist, The — A Source of Scientific Manpower in Chemical Industry

Vol. 12 No. 2 Dec. 1951 p. 27

A presentation of ideas for using pharmacy graduates in other fields besides the traditional retail pharmacies and drug manufacturing areas.

PUBLISHING

692. BIGGERS, GEORGE C.

Newspaper Career, A

Vol. 15 No. 4 May 1955 p. 33

Discusses the training needed for a newspaper career; also views this type of work as a step to other fields.

693. FAMULARO, JOSEPH J.

Business Paper Publishing

Vol. 21 No. 3 Feb. 1961 p. 24

A career profile pointing out the opportunities for graduates in the many areas of this field.

694. JANDOLI, RUSSELL J.

House Organ Editor Comes of Age, The

Vol. 19 No. 2 Dec. 1958 p. 20

A career article based on research for Foundation for Economic Education.

695. LINDLEY, WILL K.

Do Newspapers Really Want College Graduates?

Vol. 19 No. 3 March 1959 p. 26

A realistic career article explaining why newspapers have a need for college graduates.

696. STONE, H. E.

So You Want to Be a Journalist!

Vol. 9 No. 2 Dec. 1948 p. 52

Some practical counseling for the student who has not given sufficient thought to the opportunities in journalism.

REAL ESTATE

697. DAVIS, JOHN G.

Real Estate: A Career With a Bright Future

Vol. 22 No. 3 Feb. 1962 p. 36

A career profile with the opportunities detailed.

698. KELLY, WALTER L.

Real Estate Business

Vol. 11 No. 1 Oct. 1950 p. 50

A survey reporting the market for college graduates in the real estate business in New York City.

RELATIONS — PERSONNEL AND PUBLIC

699. ALLEN, C. J.

You're Interested in Public Relations?
Vol. 9 No. 1 Oct. 1948 p. 20

A look at public relations work, outlining the qualifications and preparation necessary.

700. SCHARFF, MONROE B.

Three Steps to a Foothold
Vol. 9 No. 3 March 1949 p. 32

Advice to graduates interested in getting into such fields as industrial relations, personnel, and public relations.

RESEARCH

ALLEN, GLENN L., JR. AND SHAFER, CARL (PART I); KLAR, LLOYD A. AND CALLAHAN, P. H. (PART II)

4 Routes to Success
(See Careers — Not Elsewhere Classified — 648)

701. BOTHWELL, FRANK E.

Expanding Career Field, An: Operations Research
Vol. 27 No. 2 Dec. 1966-Jan. 1967 p. 61

A career profile.

702. COULLIETTE, J. H.

Research — The Perpetual Frontier
Vol. 9 No. 4 May 1949 p. 42

A discussion of the various types of research; qualities needed by research men; need for additional people.

703. McKEON, J. C.

Research — An Expanding Frontier
Vol. 8 No. 4 May 1948 p. 5

A review of opportunities in research in the physical sciences; qualifications necessary for the successful research person; a typical training program in industry for graduate scientists and engineers.

RETAILING

704. FISCHER, FRED C.

Magic of Retailing, The
Vol. 12 No. 4 May 1952 p. 17

A brief look at several of the career opportunities in the retailing field. Stresses the excellent opportunities for women to rise to executive positions.

STEELE, JOHN E.

Placement Officer Looks at Retailing, The
(See General Articles - Not Elsewhere Classified — 271)

705. TUDOR, W. W.

Retail's Change of Pace
Vol. 18 No. 1 Oct. 1957 p. 12

A career article on the field of retailing with special emphasis on Sears Roebuck's approach to the problem of forecasting needs, recruitment, selection, training, and career development.

SALES

706. ADAMS, ROBERT T.

For Sales: 1.5 Million Professional Jobs in the Next Decade
Vol. 26 No. 2 Dec. 1965-Jan. 1966 p. 42

Placement directors and recruiters give their opinions on what can and should be done to overcome the strong student resistance to a career in sales.

707. BESSELMAN, WAYNE L.

Gone: The Yankee Peddler; Here: The Sales Engineer
Vol. 24 No. 3 Feb. 1964 p. 86

The story of the challenges and rewards in technical sales — a field in dire need of top-notch college graduates with a major in engineering.

708. BOWIE, LLOYD W.

Salesmanship Offers a Future for Liberal Arts Graduates

Vol. 12 No. 2 Dec. 1951 p. 39

With more than 30% of his graduates in the Classes of 1949 and 1950 in selling positions, this placement director makes a strong pitch for sales as a career for liberal arts graduates.

709. BOWMAN, R. R.

Career in Selling, A

Vol. 15 No. 3 March 1955 p. 21

The author covers the general qualifications necessary to be a success in the field of selling and suggests a course of study pointing toward professional salesmanship.

710. BUTTERFIELD, MRS. LEW

Selling Salesmanship — California Style

Vol. 19 No. 4 May 1959 p. 37

The report on a sales career conference for placement directors sponsored by Los Angeles Sales Executives Club.

711. CHERVENIK, EMILY AND YOUNG, DONALD

Sales Help Wanted

Vol. 11 No. 1 Oct. 1950 p. 52

A survey of the help wanted ads in one edition of the Sunday *New York Times*, calls attention to the types of people generally specified in such ads.

712. IDLER, W. S.

Sales Prospects in Aluminum for the Graduate Engineer

Vol. 8 No. 3 March 1948 p. 26

Description of sales and service engineering and of sales development engineering, with special application to the aluminum industry.

713. PRENTIS, H. W., JR.

Vital Functions of Salesmanship, The

Vol. 19 No. 3 March 1959 p. 18

A look at the professional salesman and the invaluable contribution he makes to today's society.

714. ROSENBERRY, C. U.

Sales Engineering as a Profession

Vol. 12 No. 3 March 1952 p. 25

The author defines "professional salesman," describes general types of work the sales engineer does, and lists the special abilities and aptitudes necessary for success in the field.

TEXTILE

715. FEIKER, FREDERICK M.

Ladders Up in the Textile Industry

Vol. 13 No. 4 May 1953 p. 7

An inside look at this field, covering its divisions and facilities for undergraduate and graduate training in textile engineering and science.

716. HAYWARD, BERTRAND W.

Textile Education—Job Opportunities

Vol. 9 No. 2 Dec. 1948 p. 16

A description of the educational philosophy of a textile institute — lists schools offering courses leading to a degree in textiles and explains the different divisions of the industry and types of opportunities in those divisions.

YOUTH SERVICE

717. HUNTER, MARTIN L.

Rewards of Youth Service, The

Vol. 19 No. 2 Dec. 1958 p. 26

A discussion of careers in the Boy Scouts, Girl Scouts, and similar service organizations.

718. ———

Women in Service Organizations

Vol. 13 No. 3 March 1953 p. 19

Describes opportunities for women in both the Girl Scouts and Camp Fire Girls organizations.

SECTION 3

Index of Authors

A

Abbott, H. Paul — 13, 426, 486, 628
Adams, Robert T. — 706
Aichele, S. S. — 446
Allen, C. J. — 699
Allen, Glenn L., Jr. — 648
Allen, Zylpha — 281
Amsel, Milton — 629
Anderson, Herbert C. — 138
Anderson, Jerome — 61
Andoff, J. E. — 330
Andrews, Jane — 118
Andrews, John W. — 62
Armstrong, Rodney M., Jr. — 179, 279
Arnold, Dorothy L. — 500
Ashworth, Kenneth H. — 614
Athos, Anthony G. — 434, 569, 574
Avery, John H. — 552

B

Babbush, H. Edward — 354
Baker, Joann Naumann — 199, 343
Bard, Richard K. — 553
Barlow, Carlton M. — 233
Barlow, Walter G. — 575
Barmeier, R. E. — 447
Barnes, Helen M. — 63
Barnett, Norman N. — 521
Barr, John — 150
Bartell, Ernest C. — 650
Bash, James H. — 355
Bear, Firman E. — 588
Beardsley, Franklin H. — 399
Beaumont, Andre G. — 208, 257, 319
Beaven, Marion B. — 173
Becker, Harold E. — 651
Belknap, J. H. — 554
Berry, Jane — 151
Besselman, Wayne L. — 606, 707
Beverstock, R. C. — 331
Bigger, Frank — 356
Biggers, George C. — 692
Bishop, Joan Fiss — 225, 344, 473, 474
Black, Willis J. — 364
Blomquist, W. T. — 234
Board, Fred C. — 262
Bolt, Richard N. — 235
Bolton, W. W. — 364
Bond, Charles L. — 105, 448
Bond, J. Percy — 258
Boring, Maynard M. — 236
Boris, Harold N. — 548

Bothwell, Frank E. — 701
Bowie, Lloyd W. — 708
Bowman, R. R. — 709
Boyce, R. Dudley — 358
Boynton, Paul W. — 215, 216, 282
Braasch, William — 475
Bradburn, Norman M. — 64
Bradford, J. K. — 119, 332, 400, 401
Bradshaw, Lilyan B. — 120, 121, 152, 186, 217, 237, 487
Bratt, Elmer C. — 238
Bray, Douglas W. — 214
Breckenridge, H. K. — 652
Bridgman, Donald S. — 176, 653, 654
Bright, B. Brooke — 153
Bristol, W. M. — 273
Brockway, Philip J. — 177
Brown, David G. — 1
Bryant, Roye R. — 277, 361
Bryson, Vernon — 2
Buckingham, A. E. — 153
Buescher, V. A. — 210, 284
Burdette, Franklin L. — 488
Burns, Kenneth — 265, 427
Burton, Wendel W. — 112
Butterfield, Mrs. Lew — 710

C

Callahan, P. H. — 648
Calvert, Robert, Jr. — 263, 274, 278, 320, 362, 363, 364, 365, 366, 367, 643, 644
Campbell, Charles L. — 615
Canning, R. J. — 218, 285
Carleton, Frederick O. — 443, 444
Cassell, Frank H. — 14
Cato, W. H. — 211
Cavanaugh, W. T. — 239
Chaffin, Douglas E. — 555
Cheever, Daniel S. — 616
Chervenik, Emily — 65, 122, 192, 226, 286, 449, 711
Chilton, Thomas H. — 607
Church, David M. — 655
Clague, Ewan — 264
Clarke, J. R. — 219, 287
Cole, David — 549
Cooper, M. D. — 657
Corren, Leonard — 288
Corrigan, Reed — 489
Corson, Nansi — 187, 289
Coulliette, J. H. — 702
Crasky, Harry — 139
Crawford, Rowan F. — 502
Cross, A. J. Foy — 524
Cross, Kenneth D. — 15, 193
Crouch, A. B. — 595

D

Dailey, William W. — 240
Dangelmayer, Wynton R. — 368
Davenel, George — 194, 402
Davis, James A. — 64
Davis, John G. — 697
Day, Charles W. — 503
DeAngelus, Angelo F. — 55
DeLora, Jack — 66
Dennen, Walter B., Jr. — 668
Deunk, Norman H. — 67
De Vecchi, Robert — 596
Dickinson, Carl — 68, 69, 154, 155, 195, 196
Diehl, Bill — 32
Dilley, David R. — 570
Dils, Eugene W. — 290, 321, 333, 450
Distler, Theodore A. — 428
Duffield, Hugh K. — 227
Duffin, B. Keith — 56

E

Eason, Leo A. — 453
Easton, Elmer C. — 241
Eckberg, Arthur R. — 156, 197, 291, 403
Elliott, John M. — 123
Elliott, Robin — 646
Ellsworth, Harris — 466
Elton, Charles F. — 550
Elwell, Homer M. — 636
Emmerling, Walter — 451
Endicott, Frank S. — 266, 531, 597
Entine, Alan D. — 70
Erickson, Mabel J. — 609
Escritt, C. E. — 334
Estabrooks, G. H. — 57, 275, 276, 550
Evans, W. J. — 404

F

Fairless, Benjamin F. — 292
Famularo, Joseph J. — 345, 687, 693
Farber, Robert H. — 370
Feiker, Frederick M. — 715
Ferrera, Mildred — 157
Fischer, Fred C. — 704
Fletcher, W. Donald — 626
Flinn, Robert D. — 435
Ford, Judson — 267
Frederick, Marvin — 580
Frye, Don B. — 467
Fusco, Rosina — 658

G

Galloway, James L. — 114
Gamble, Allen O. — 617
Garton, Robert D. — 16
Gentry, Dwight — 532
Giesecke, Walter — 284
Gillespie, Howard — 4
Ginzberg, Eli — 242, 525
Glennan, T. Keith — 293
Gordon, James R. — 405
Gould, Mildred Nisbet — 347
Graebner, Oliver E. — 406
Gray, Robert D. — 490
Greene, Thomas G. — 668

Gruen, Richard — 296
Guder, R. F. — 243
Gummere, Richard M., Jr. — 71

H

Habas, Ralph A. — 598
Haklisch, Robert — 373
Hale, Lester L. — 294
Hanau, Douglas O. — 220
Hancher, Virgil — 602
Hannah, Jack C. — 374
Harder, Donald F. — 66, 72
Hardwick, Charles A. — 478
Harmon, Neal F. — 107
Harness, Robert R. — 479
Harris, J. Edward — 368
Harrison, Earl G. — 634
Hartford, A. F. — 533
Harvey, George L., Jr. — 608
Hathaway, J. W. — 534
Haumerson, Richard — 659
Hayes, Mary Anne — 375
Hayward, Bertrand W. — 716
Hedrick, Charles B. — 153
Herron, Bert — 124
Herzfeld, Herbert C. — 169
Hilgert, Raymond L. — 453
Hill, W. Scott — 5, 407
Hill, Walter A. — 571
Hillis, Norman D. — 295
Hobart, Christine — 348
Hofstetter, H. W. — 660
Holcomb, James R. — 480
Holcombe, Edna B. — 454
Hollis, William H. — 661
Holloway, B. J. — 335
Holmes, John — 188
Holmes, William H. E. — 364
Hoover, John Edgar — 618
Hopkins, Mary E. — 572
Hoppock, Robert F. — 125, 296
Hornbeck, Stanley K. — 520
Horsley, Wendell R. — 297, 468
Houghton, Ruth — 377
Hubbard, Frank W. — 339
Hudson, Dr. Robert I. — 140
Hummel, Ben — 535
Hunt, Arch W. — 514
Hunter, Martin L. — 717

I

Idler, W. S. — 662, 712
Immerwahr, George E. — 630
Irvin, R. J. — 491
Ives, Frank A. — 126

J

Jackle, Frank R. — 610
Jaeger, Douglas — 221
Jakes, James R. — 170
Jamie, Wallace — 349, 455, 526
Jandoli, Russell J. — 694
Jean, Lorena Drummond — 378
Jeffrey, Fraser — 73
Jensen, Jerry J. — 158
Johnson, John Lars — 481
Johnston, T. J. — 492
Jones, E. N. — 505
Jones, Guilford, Jr. — 159
Jones, Webster W. — 244
Judkins, H. F. — 589

K

Kaiser, Rowland G. — 612
Katzenbach, Jon R. — 160
Kauffman, Joseph F. — 268
Kauffman, Warren E. — 108, 198, 259
Keegan, Virginia — 58
Kehoe, Edward J. — 74
Kelly, Walter C. — 536
Kelly, Walter L. — 581, 582, 613, 698
Kelser, Raymond A. — 637
Kennedy, J. C. — 664
Kerner, Martin A. — 665
Kidwell, Will M. — 66, 537
Kirk, Barbara A. — 86
Kirkpatrick, Forrest H. — 127
Kirkwood, John P. — 436, 556
Klar, Lloyd A. — 648
Klingelhofer, E. L. — 75
Knapp, Donald F. — 76
Knoedler, G. H. — 534
Kolyer, F. A. — 557
Kopff, Richard G. — 141
Kopko, David M. — 482
Kreul, Mary — 449
Kriebel, Mary E. — 350
Kubicek, E. C. — 245

L

La Boskey, Donald P. — 365
Ladwig, Cornelia — 456
Lambert, Don E. — 506
Lansner, Lawrence A. — 59, 189, 222, 298, 409
Laudermilk, J. I. — 688
Lauer, B. E. — 171
Laughlin, J. Bruce — 507
Lee, Carol — 344
Leich, Harold H. — 469
Letcher, Arthur J. — 223, 493
Levene, C. C. — 190
Lewis, Don — 60
Lewis, Myron F. — 666
Linden, Arthur U. — 340
Lindley, Will K. — 695
Link, Robert E. — 380, 494
Lobingier, George D. — 142, 527
Logan, John A. — 559
Lovell, Gordon P. — 600
Lowe, William H. — 299
Ludcke, George O., Jr. — 586
Lumsden, Howard H. — 457

M

MacGregor, Alan — 246
MacGregor, Archie — 161
Mackey, Hilda F. — 429
MacKinnon, H. A. — 560
MacMullan, Theresa — 647
MacMurray, Robert R. — 410
Macy, John W., Jr. — 561, 619, 620
Mahler, Walter — 300
Malkus, Joanne Starr — 667
Mallott, Deane W. — 269
Manning, H. L. — 211
Marks, James A. — 179, 381
Mason, Robert D. — 212
Martin, P. G. — 458
Matziner, Mary — 382
McCabe, Robert D. — 383, 384
McCafferty, J. W. — 668
McCann, Forbes E. — 621
McClintock, Thomas L. — 650
McCollun, L. F. — 77
McConnell, Margaret D. — 128
McCrensky, Edward — 6, 470
McDaniel, H. C. — 669
McEneaney, Thomas J. — 437
McGrath, Larry B. — 562
McKeithan, D. R. — 689
McKeon, J. C. — 703
McKinney, Isabel — 336
McLaughlin, J. N. — 445
McLean, John Franklin — 129
McNellis, Lawrence A. — 213
Meade, Kenneth A. — 593
Mee, John F. — 78
Meek, H. B. — 670
Mehm, Paul R. — 130
Menke, Robert F. — 109, 179, 279, 366, 367, 411
Meyer, Henry D. — 551
Meyerhoff, Howard A. — 315
Michaelson, J. L. — 528
Milner, Mary L. — 638
Mitchell, Fannie Y. — 337
Moak, Franklin E. — 131
Montana, Patrick J. — 209
Montgomery, W. H. — 495
Moore, Robert F. — 301
Morgan, David H. — 508
Morrill, James L. — 302
Morris, H. E. — 247
Morrissey, Robert J. — 162, 163, 412
Morrow, Glenn R. — 146
Mulholland, Elizabeth — 622
Mulligan, J. Kenneth — 79
Munschauer, John L. — 80, 303, 412

N

Nance, Willis H. — 386, 438
Nelson, Richard H. — 623
Nevin, Margaret — 603
Newbegin, Betty — 69, 155, 196
Newby, J. — 522
Nuss, L. R. — 172
Nyquist, Ewald B. — 393

O

Olch, Don — 671
Olson, Emery E. — 626
Opulente, Blaise J. — 228
Otte, Frank R. — 587

P

Pacifico, Carl — 515
Palmer, Robert M. — 387
Paquette, J. W. — 415
Parker, Elizabeth M. — 200
Patrick, Kenneth G. — 143
Payne, James E. — 672
Peck, Charles E. — 516
Perkins, John A. — 430
Perry, Louis B. — 132
Pervin, Lawrence A. — 133
Peters, Chester E. — 193, 229
Pickens, H. D. — 144
Pickering, Ernest — 145
Prentis, H. W., Jr. — 230, 304, 713
Preston, Malcolm G. — 146
Priester, Marcus J. — 673
Prihoda, Donald T. — 553
Pritchard, G. Curtis — 389

Q

Quartly, Christopher J. — 316
Quinn, J. M. — 29

R

Rambo, Vinton H. — 460
Rawls, Reuben R. — 416
Reaves, William C. — 604
Redefer, Frederick L. — 341
Reed, A. Lachlan — 81
Reeves, Dorothy — 134, 201
Renzi, Ralph — 390
Richman, Stanley M. — 305
Rickleff, Clarence E. — 8
Robbins, Donald M. — 117
Roberts, Owen J. — 635
Robetts, D. S. — 248
Robinson, Robert L. — 639
Rockwell, W. F., Jr. — 496
Roland, Robert H. — 590
Rood, Allan — 576
Rose, R. Norris — 231
Rose, Ralph — 260
Rosen, Bernard — 624
Rosenberry, C. U. — 714
Rotter, Paul T. — 631
Rouse, Mary — 517
Russell, Kathleen M. — 675
Russell, Lou — 418, 439
Ryan, J. Dennis — 85
Ryan, John F. X. — 202, 640

S

Sailor, William P. — 676
Saline, L. A. — 82
Sarnoff, David — 249
Scarlott, C. A. — 669
Scharff, Monroe B. — 700
Schein, Edgar H. — 250
Scholes, S. R. — 677
Schrodt, John F., Jr. — 391
Schuetze, Larry — 497
Sears, Robert N. — 566
Sedlacek, William E. — 164
Seinwerth, Herman W. — 591
Seligson, Harry — 577
Sessions, Robert E. — 147
Seymour, Gideon — 306
Shackel, Leith — 118, 440, 509
Shafer, Carl — 648
Shaw, Byron T. — 592
Shaw, E. Barrett — 608
Shaw, Jane — 392
Shea, John — 327
Sherwood, Paul M. — 328
Shikami, James Y. — 419
Shinagel, Michael — 9
Shingleton, John D. — 338
Shosteck, Robert — 83
Shuck, Emerson C. — 232
Sidles, Craig — 182
Sigler, Russell K. — 203
Sikes, Gordon G. — 251
Silvestro, Clement M. — 678
Simpson, Alfred V. — 601
Sisson, Marjorie S. — 165
Skamser, Harold P. — 441
Slantz, Fred W. — 393
Slater, J. M. — 252
Smith, Allen M. — 498
Smith, G. B. L. — 625
Smith, Hettie M. — 344
Smith, J. E. — 253, 307, 461
Smith, Justin C. — 270
Smith, Laura Wooley — 420
Smith, Walter D. — 166
Snider, J. D. — 278
Soltys, Michael P. — 442
Souther, James W. — 10
Sproul, Robert G. — 499
Stassen, Harold E. — 308
Stalnaker, John M. — 135
Steele, John E. — 183, 254, 271, 280, 317, 329, 395, 421, 422, 449, 462, 573
Stene, Edward O. — 626
Stephens, Everett W. — 136, 255, 500, 544
Stephenson, Edward J. — 148
Stephenson, Gilbert T. — 599
Stevens, John — 261
Stevens, Nancy D. — 500
Stieglitz, Robert P. — 483
Stockard, Raymond — 309
Stoll, Frances A. — 641
Stone, H. E. — 310, 510, 696
Sullivan, John L. — 627
Sutherland, Eva A. — 579
Sutton, Kenneth E. — 443, 444
Swanker, Henry J. — 137
Sweeten, E. Craig — 204, 311

T U V

Taylor, Robert S. — 679
Teal, Everett A. — 17, 18, 19, 184, 185, 423
Tew, Raymond E. — 431
Thain, Richard J. — 11
Thanisch, Carolyn — 344
Thelin, Virginia Hermann — 680
Thomas, William G. — 432, 433
Thomson, Margaret L. — 396
Todt, Hans C. — 681
Tompkins, R. Donald — 8, 10
Towner, Milton C. — 682
Trieloff, Sally Ann — 352
Tudor, W. W. — 705
Uhrbrock, Richard S. — 224
Updyke, Don W. — 463
Urbach, C. M. — 683
Van Kirk, L. E. — 642
Van Leer, Blake R. — 312
Van Note, William G. — 272
Vernon, Frances E. — 342
Vokac, Robert — 397

W

Wallace, Robert B., Jr. — 32, 356
Wallace, Vernon A. — 358
Walters, Roy W., Jr. — 214
Wangeman, Charles E. — 85
Ward, Graham — 511
Waters, Kenneth L. — 691
Watt, Florence B. — 424
Watt, William W. — 149
Weesell, N. Y. — 313
Weiss, Virginia — 684
Wheelock, Leroy K. — 547
Whitefield, Clarence E. — 398
Whitehead, T. North — 353
Whitehorne, R. A. — 512
Williams, Paul E. — 685
Williams, Phoebe A. — 86
Williamson, Margaret — 686
Wilson, Eugene S. — 207
Wilson, M. Lyman — 56
Wilson, W. Robert — 445
Wolfbein, Seymour L. — 256
Wolk, Sam N. — 472
Woods, J. E. — 484
Work, C. E. — 191
Wyatt, Frederic A. — 425, 518
Wyatt, Geraldine — 103, 485, 513

X Y Z

Yates, Edwin L. — 594
Yehle, Lawrence C. — 109
Young, Donald — 711
Yoxall, George J. — 266
Yulsman, Benjamin — 584
Zalinski, Edmund L. G. — 632
Zapoleon, Marguerite W. — 344
Zimmerman, Charles — 633

THE COLLEGE PLACEMENT COUNCIL, INC
35 East Elizabeth Avenue, Bethlehem, Pennsylvania 1801

U. of N.C. LIBRARY
JAN 14 1958
CHAPEL HILL

M 9 67 1M